



National Tracking Poll #2305128
May 20-21, 2023

Crosstabulation Results

Methodology:

This poll was conducted between May 20-May 21, 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: And to the best of your knowledge, about how often did you see a film in theaters in the past 12 months?

Demographic	Several times a week	Once a week	Several times a month	Once a month	Once every other month	Once every three months	Once every six months	Once	Not at all	Don't know / No opinion	Total N
Adults	2% (43)	3% (72)	7% (152)	7% (158)	7% (164)	10% (224)	11% (233)	13% (279)	35% (764)	5% (114)	2201
Gender: Male	3% (32)	5% (55)	10% (111)	9% (99)	8% (81)	11% (117)	9% (101)	11% (122)	30% (319)	3% (33)	1071
Gender: Female	1% (10)	2% (18)	4% (41)	5% (58)	7% (83)	9% (107)	12% (131)	14% (156)	39% (443)	7% (80)	1127
Age: 18-34	3% (19)	3% (22)	13% (82)	8% (53)	8% (51)	13% (80)	11% (73)	14% (87)	17% (110)	9% (55)	631
Age: 35-44	3% (12)	8% (30)	8% (30)	8% (30)	9% (32)	12% (44)	10% (37)	12% (43)	27% (101)	3% (13)	372
Age: 45-64	1% (10)	3% (19)	4% (31)	8% (56)	7% (51)	10% (68)	10% (69)	12% (86)	41% (291)	4% (31)	711
Age: 65+	— (1)	— (2)	2% (9)	4% (20)	6% (29)	7% (32)	11% (54)	13% (62)	54% (262)	3% (15)	487
GenZers: 1997-2012	— (1)	3% (9)	12% (30)	9% (24)	12% (31)	11% (28)	13% (34)	18% (46)	16% (42)	6% (16)	262
Millennials: 1981-1996	4% (30)	6% (39)	12% (78)	8% (53)	7% (49)	13% (90)	10% (65)	12% (80)	21% (143)	7% (50)	675
GenXers: 1965-1980	2% (10)	4% (21)	4% (24)	8% (44)	8% (43)	10% (54)	10% (56)	11% (60)	41% (230)	4% (20)	561
Baby Boomers: 1946-1964	— (1)	1% (4)	3% (17)	6% (36)	6% (38)	8% (51)	11% (68)	13% (85)	48% (310)	4% (28)	640
PID: Dem (no lean)	3% (29)	6% (59)	10% (94)	9% (85)	9% (86)	10% (95)	9% (85)	12% (114)	28% (261)	4% (41)	949
PID: Ind (no lean)	1% (5)	1% (9)	3% (21)	6% (36)	7% (46)	12% (76)	13% (80)	13% (84)	37% (239)	7% (42)	638
PID: Rep (no lean)	1% (9)	1% (5)	6% (36)	6% (37)	5% (32)	9% (52)	11% (67)	13% (80)	43% (264)	5% (31)	614
PID/Gender: Dem Men	5% (25)	10% (49)	15% (77)	10% (49)	9% (45)	10% (52)	7% (37)	9% (47)	22% (111)	3% (15)	508
PID/Gender: Dem Women	1% (3)	2% (10)	4% (17)	8% (35)	9% (41)	10% (43)	11% (48)	15% (67)	34% (150)	6% (26)	440
PID/Gender: Ind Men	— (1)	1% (1)	4% (10)	10% (26)	8% (22)	12% (32)	11% (30)	14% (37)	37% (98)	4% (10)	266
PID/Gender: Ind Women	1% (4)	2% (7)	3% (11)	3% (10)	7% (24)	12% (45)	13% (49)	13% (47)	38% (139)	9% (32)	368
PID/Gender: Rep Men	2% (7)	1% (4)	8% (23)	8% (24)	5% (14)	11% (33)	12% (34)	13% (38)	37% (110)	3% (8)	296
PID/Gender: Rep Women	1% (2)	— (1)	4% (14)	4% (13)	6% (18)	6% (19)	10% (33)	13% (42)	49% (154)	7% (23)	318
Ideo: Liberal (1-3)	3% (21)	5% (36)	8% (59)	7% (45)	9% (65)	10% (71)	13% (88)	14% (96)	28% (193)	3% (23)	697
Ideo: Moderate (4)	1% (7)	1% (9)	7% (45)	9% (57)	7% (49)	13% (83)	9% (57)	13% (86)	36% (235)	5% (33)	662
Ideo: Conservative (5-7)	2% (15)	3% (23)	6% (43)	8% (51)	6% (40)	8% (55)	11% (72)	12% (78)	40% (268)	3% (19)	663
Educ: < College	1% (16)	2% (26)	5% (70)	7% (94)	7% (96)	9% (124)	10% (145)	13% (192)	40% (576)	7% (99)	1438
Educ: Bachelors degree	1% (3)	3% (15)	10% (49)	7% (35)	10% (50)	13% (64)	13% (62)	14% (67)	27% (131)	2% (9)	484
Educ: Post-grad	8% (23)	11% (32)	12% (33)	10% (29)	6% (18)	13% (36)	9% (26)	7% (20)	20% (56)	2% (5)	278
Income: Under 50k	1% (9)	2% (22)	4% (43)	5% (63)	6% (74)	9% (102)	9% (108)	13% (153)	44% (518)	8% (96)	1189
Income: 50k-100k	2% (11)	3% (17)	10% (63)	9% (60)	11% (70)	12% (77)	11% (75)	14% (91)	27% (179)	2% (11)	654
Income: 100k+	6% (23)	9% (34)	13% (46)	10% (34)	5% (19)	12% (44)	14% (50)	10% (35)	18% (66)	2% (7)	358
Ethnicity: White	2% (39)	3% (56)	7% (114)	7% (115)	8% (130)	9% (161)	11% (183)	13% (228)	35% (599)	4% (73)	1698
Ethnicity: Hispanic	4% (15)	2% (8)	10% (37)	7% (28)	10% (36)	10% (37)	12% (45)	13% (49)	25% (95)	8% (29)	379
Ethnicity: Black	1% (3)	3% (10)	9% (26)	12% (33)	7% (20)	11% (30)	8% (23)	9% (24)	30% (86)	10% (28)	283
Ethnicity: Other	— (1)	3% (7)	6% (13)	5% (10)	6% (13)	15% (32)	12% (26)	12% (26)	36% (79)	6% (13)	220
All Christian	1% (11)	2% (23)	6% (62)	7% (72)	8% (75)	10% (102)	12% (119)	11% (112)	38% (375)	3% (28)	977
All Non-Christian	9% (22)	15% (36)	15% (36)	12% (28)	8% (18)	8% (19)	9% (20)	9% (22)	13% (31)	2% (4)	235
Atheist	1% (1)	2% (2)	6% (5)	8% (7)	7% (6)	14% (12)	6% (5)	23% (21)	31% (28)	3% (3)	91
Agnostic/Nothing in particular	1% (7)	2% (9)	6% (30)	5% (25)	7% (37)	12% (63)	9% (48)	13% (71)	36% (197)	11% (58)	544
Something Else	1% (3)	1% (3)	5% (18)	7% (26)	8% (28)	8% (28)	11% (40)	15% (54)	38% (134)	6% (22)	354
Religious Non-Protestant/Catholic	8% (22)	14% (36)	15% (38)	11% (28)	8% (21)	9% (23)	9% (23)	9% (24)	14% (34)	2% (6)	254
Evangelical	2% (12)	3% (15)	5% (28)	8% (44)	8% (46)	9% (47)	9% (52)	12% (65)	40% (219)	4% (21)	550
Non-Evangelical	— (2)	1% (8)	6% (48)	7% (50)	7% (53)	10% (78)	14% (103)	13% (96)	38% (283)	4% (26)	747

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Table MCEN1: And to the best of your knowledge, about how often did you see a film in theaters in the past 12 months?

Demographic	Several times a week	Once a week	Several times a month	Once a month	Once every other month	Once every three months	Once every six months	Once	Not at all	Don't know / No opinion	Total N
Adults	2% (43)	3% (72)	7% (152)	7% (158)	7% (164)	10% (224)	11% (233)	13% (279)	35% (764)	5% (114)	2201
Community: Urban	5% (34)	7% (47)	13% (89)	10% (71)	9% (60)	9% (66)	7% (52)	10% (73)	25% (176)	5% (35)	702
Community: Suburban	1% (7)	2% (16)	5% (49)	7% (62)	8% (79)	11% (106)	13% (126)	15% (140)	35% (338)	4% (34)	958
Community: Rural	— (1)	2% (10)	3% (14)	5% (25)	4% (24)	10% (52)	10% (54)	12% (66)	46% (250)	8% (45)	541
Employ: Private Sector	3% (26)	6% (44)	11% (82)	10% (75)	8% (60)	15% (111)	10% (74)	10% (79)	24% (181)	3% (23)	755
Employ: Government	5% (8)	5% (8)	14% (22)	13% (20)	11% (18)	6% (10)	14% (22)	12% (18)	17% (27)	2% (3)	154
Employ: Self-Employed	3% (5)	6% (10)	7% (11)	12% (21)	8% (13)	14% (24)	11% (18)	10% (17)	21% (35)	8% (13)	167
Employ: Homemaker	— (0)	— (0)	3% (4)	3% (5)	6% (9)	7% (11)	15% (22)	14% (21)	48% (69)	4% (6)	146
Employ: Student	1% (1)	7% (5)	15% (12)	8% (6)	14% (11)	9% (7)	12% (9)	17% (13)	14% (11)	3% (2)	77
Employ: Retired	— (1)	— (0)	2% (8)	4% (22)	6% (31)	7% (37)	11% (57)	14% (72)	52% (269)	4% (22)	521
Employ: Unemployed	1% (2)	2% (4)	2% (5)	3% (6)	5% (13)	6% (15)	9% (21)	16% (40)	45% (108)	12% (28)	241
Employ: Other	— (0)	2% (3)	6% (8)	2% (3)	6% (9)	6% (9)	7% (10)	14% (19)	46% (63)	11% (15)	139
Military HH: Yes	1% (3)	3% (8)	6% (15)	6% (15)	10% (26)	9% (24)	13% (34)	9% (24)	39% (100)	3% (8)	259
Military HH: No	2% (39)	3% (65)	7% (137)	7% (142)	7% (137)	10% (200)	10% (198)	13% (255)	34% (663)	5% (105)	1942
2022 House Vote: Democrat	2% (23)	6% (52)	10% (91)	9% (85)	8% (80)	11% (104)	10% (94)	13% (123)	28% (266)	3% (30)	949
2022 House Vote: Republican	1% (9)	1% (6)	5% (32)	7% (39)	6% (33)	10% (61)	14% (83)	13% (79)	39% (235)	3% (17)	596
2022 House Vote: Someone else	— (0)	2% (1)	3% (2)	7% (4)	11% (7)	15% (9)	19% (11)	16% (10)	25% (15)	2% (1)	60
2022 House Vote: Didn't Vote	2% (11)	2% (12)	5% (27)	5% (29)	7% (43)	8% (50)	8% (45)	11% (67)	41% (248)	11% (66)	597
2020 Vote: Joe Biden	2% (23)	5% (51)	9% (90)	9% (83)	8% (80)	12% (112)	10% (101)	13% (123)	28% (269)	4% (34)	963
2020 Vote: Donald Trump	1% (8)	1% (8)	5% (34)	6% (42)	6% (40)	9% (62)	12% (79)	14% (92)	42% (280)	3% (19)	663
2020 Vote: Other	— (0)	2% (1)	4% (3)	7% (5)	6% (4)	20% (13)	15% (10)	12% (8)	31% (19)	3% (2)	64
2020 Vote: Didn't Vote	2% (12)	3% (13)	5% (26)	5% (28)	8% (40)	7% (38)	8% (43)	11% (56)	38% (196)	11% (59)	511
2018 House Vote: Democrat	3% (21)	5% (42)	10% (76)	9% (72)	9% (68)	11% (88)	10% (83)	12% (97)	28% (225)	3% (23)	795
2018 House Vote: Republican	2% (9)	1% (6)	5% (30)	7% (37)	6% (32)	9% (50)	13% (69)	14% (75)	41% (224)	3% (19)	551
2018 House Vote: Someone else	1% (1)	— (0)	7% (4)	8% (5)	4% (2)	19% (11)	17% (9)	15% (8)	29% (16)	1% (1)	57
2018 House Vote: Didn't Vote	2% (12)	3% (24)	5% (43)	6% (44)	8% (61)	9% (75)	9% (70)	12% (98)	37% (298)	9% (72)	799
4-Region: Northeast	3% (10)	4% (14)	7% (27)	9% (34)	9% (33)	9% (34)	11% (43)	13% (48)	33% (126)	4% (15)	386
4-Region: Midwest	2% (11)	3% (14)	4% (19)	5% (24)	8% (36)	10% (46)	12% (52)	16% (71)	35% (159)	5% (23)	455
4-Region: South	1% (12)	3% (25)	5% (43)	5% (46)	6% (53)	10% (86)	10% (87)	13% (110)	39% (329)	6% (48)	839
4-Region: West	2% (9)	4% (20)	12% (63)	10% (54)	8% (42)	11% (57)	10% (50)	10% (50)	29% (150)	5% (27)	521
Film Fan	2% (35)	3% (67)	8% (148)	8% (151)	8% (161)	11% (211)	11% (221)	13% (252)	32% (609)	4% (74)	1928
Avid Film Fan	4% (30)	6% (48)	14% (105)	10% (75)	10% (79)	13% (99)	10% (79)	10% (73)	20% (151)	3% (25)	763
Went to Theaters 1+ Times in Past Month	5% (43)	8% (71)	16% (146)	16% (144)	14% (125)	16% (148)	11% (95)	9% (85)	3% (29)	2% (16)	901
Went to Theaters 3+ Times in Past Month	9% (33)	16% (58)	29% (105)	13% (46)	8% (28)	8% (28)	7% (25)	4% (14)	4% (13)	2% (5)	356
Went to Theaters Once/Month or more in Past Year	10% (43)	17% (72)	36% (152)	37% (158)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	425
Went to Theaters Once Every 2 Months or less in Past Year	— (0)	— (0)	— (0)	— (0)	10% (164)	13% (224)	14% (233)	17% (279)	46% (764)	— (0)	1663

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

**Table MCEN2_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	26%	(566)	33%	(734)	21%	(471)	20%	(430)	2201
Gender: Male	30%	(325)	36%	(381)	21%	(222)	13%	(142)	1071
Gender: Female	21%	(240)	31%	(352)	22%	(250)	25%	(286)	1127
Age: 18-34	37%	(232)	34%	(217)	17%	(109)	12%	(73)	631
Age: 35-44	30%	(113)	34%	(127)	18%	(66)	18%	(67)	372
Age: 45-64	23%	(163)	35%	(249)	22%	(156)	20%	(143)	711
Age: 65+	12%	(58)	29%	(141)	29%	(141)	30%	(147)	487
GenZers: 1997-2012	36%	(94)	34%	(89)	18%	(48)	12%	(31)	262
Millennials: 1981-1996	35%	(233)	34%	(233)	17%	(115)	14%	(95)	675
GenXers: 1965-1980	26%	(144)	37%	(205)	19%	(104)	19%	(108)	561
Baby Boomers: 1946-1964	14%	(93)	30%	(195)	29%	(183)	27%	(170)	640
PID: Dem (no lean)	29%	(275)	35%	(330)	19%	(180)	17%	(164)	949
PID: Ind (no lean)	25%	(160)	35%	(222)	22%	(138)	18%	(118)	638
PID: Rep (no lean)	21%	(130)	30%	(183)	25%	(154)	24%	(148)	614
PID/Gender: Dem Men	37%	(187)	35%	(176)	16%	(84)	12%	(61)	508
PID/Gender: Dem Women	20%	(88)	35%	(153)	22%	(96)	23%	(103)	440
PID/Gender: Ind Men	25%	(67)	36%	(96)	27%	(72)	12%	(31)	266
PID/Gender: Ind Women	25%	(93)	34%	(126)	18%	(65)	23%	(85)	368
PID/Gender: Rep Men	24%	(72)	37%	(109)	22%	(66)	17%	(50)	296
PID/Gender: Rep Women	18%	(58)	23%	(73)	28%	(88)	31%	(98)	318
Ideo: Liberal (1-3)	34%	(235)	32%	(225)	20%	(140)	14%	(98)	697
Ideo: Moderate (4)	23%	(151)	35%	(232)	23%	(154)	19%	(126)	662
Ideo: Conservative (5-7)	20%	(133)	33%	(222)	23%	(149)	24%	(159)	663
Educ: < College	26%	(374)	33%	(476)	21%	(305)	20%	(284)	1438
Educ: Bachelors degree	21%	(102)	35%	(168)	24%	(118)	20%	(97)	484
Educ: Post-grad	32%	(90)	33%	(91)	17%	(49)	18%	(49)	278
Income: Under 50k	24%	(285)	34%	(404)	20%	(240)	22%	(261)	1189
Income: 50k-100k	26%	(168)	33%	(214)	24%	(158)	17%	(114)	654
Income: 100k+	32%	(113)	33%	(116)	21%	(74)	15%	(55)	358
Ethnicity: White	25%	(431)	32%	(544)	23%	(386)	20%	(338)	1698
Ethnicity: Hispanic	35%	(131)	30%	(115)	19%	(71)	16%	(61)	379

Continued on next page

**Table MCEN2_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	26%	(566)	33%	(734)	21%	(471)	20%	(430)	2201
Ethnicity: Black	31%	(87)	34%	(96)	14%	(40)	21%	(60)	283
Ethnicity: Other	22%	(48)	43%	(95)	20%	(45)	14%	(32)	220
All Christian	20%	(199)	31%	(302)	26%	(250)	23%	(227)	977
All Non-Christian	43%	(101)	32%	(75)	12%	(28)	13%	(31)	235
Atheist	31%	(28)	29%	(27)	32%	(29)	8%	(7)	91
Agnostic/Nothing in particular	27%	(147)	33%	(179)	20%	(110)	20%	(107)	544
Something Else	26%	(91)	43%	(151)	15%	(55)	16%	(57)	354
Religious Non-Protestant/Catholic	41%	(104)	31%	(80)	13%	(33)	15%	(37)	254
Evangelical	24%	(134)	36%	(200)	20%	(111)	19%	(105)	550
Non-Evangelical	20%	(146)	33%	(245)	25%	(186)	23%	(170)	747
Community: Urban	33%	(235)	31%	(218)	19%	(133)	17%	(117)	702
Community: Suburban	20%	(194)	37%	(352)	23%	(224)	20%	(189)	958
Community: Rural	25%	(137)	31%	(165)	21%	(115)	23%	(123)	541
Employ: Private Sector	31%	(234)	34%	(257)	21%	(156)	14%	(108)	755
Employ: Government	35%	(55)	37%	(58)	14%	(22)	13%	(20)	154
Employ: Self-Employed	27%	(45)	33%	(55)	21%	(36)	19%	(31)	167
Employ: Homemaker	16%	(23)	36%	(53)	24%	(36)	24%	(34)	146
Employ: Student	36%	(28)	42%	(32)	12%	(9)	9%	(7)	77
Employ: Retired	13%	(69)	29%	(151)	28%	(145)	30%	(156)	521
Employ: Unemployed	29%	(70)	33%	(81)	19%	(46)	19%	(45)	241
Employ: Other	30%	(42)	34%	(47)	16%	(22)	20%	(28)	139
Military HH: Yes	25%	(64)	35%	(90)	20%	(53)	20%	(52)	259
Military HH: No	26%	(502)	33%	(644)	22%	(419)	19%	(377)	1942
2022 House Vote: Democrat	29%	(276)	34%	(321)	21%	(195)	16%	(156)	949
2022 House Vote: Republican	18%	(109)	32%	(192)	24%	(144)	25%	(151)	596
2022 House Vote: Someone else	31%	(19)	33%	(19)	18%	(11)	18%	(11)	60
2022 House Vote: Didnt Vote	27%	(162)	34%	(202)	20%	(121)	19%	(112)	597

Continued on next page

Table MCEN2_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	26%	(566)	33%	(734)	21%	(471)	20%	(430)	2201
2020 Vote: Joe Biden	28%	(271)	34%	(324)	22%	(210)	16%	(158)	963
2020 Vote: Donald Trump	20%	(134)	32%	(213)	25%	(164)	23%	(152)	663
2020 Vote: Other	38%	(24)	15%	(9)	28%	(18)	20%	(13)	64
2020 Vote: Didn't Vote	27%	(137)	37%	(188)	16%	(80)	21%	(107)	511
2018 House Vote: Democrat	29%	(228)	32%	(258)	21%	(170)	17%	(139)	795
2018 House Vote: Republican	19%	(105)	31%	(169)	25%	(136)	26%	(141)	551
2018 House Vote: Someone else	29%	(16)	34%	(20)	22%	(13)	14%	(8)	57
2018 House Vote: Didnt Vote	27%	(216)	36%	(288)	19%	(152)	18%	(142)	799
4-Region: Northeast	29%	(110)	32%	(122)	20%	(76)	20%	(77)	386
4-Region: Midwest	22%	(100)	29%	(133)	24%	(109)	25%	(112)	455
4-Region: South	25%	(214)	35%	(291)	21%	(178)	19%	(157)	839
4-Region: West	27%	(142)	36%	(188)	21%	(108)	16%	(84)	521
Film Fan	28%	(544)	35%	(673)	22%	(419)	15%	(293)	1928
Avid Film Fan	40%	(305)	36%	(272)	14%	(107)	10%	(78)	763
Went to Theaters 1+ Times in Past Month	35%	(313)	37%	(337)	17%	(150)	11%	(101)	901
Went to Theaters 3+ Times in Past Month	43%	(155)	35%	(126)	12%	(44)	9%	(32)	356
Went to Theaters Once/Month or more in Past Year	40%	(171)	37%	(158)	13%	(53)	10%	(42)	425
Went to Theaters Once Every 2 Months or less in Past Year	22%	(364)	33%	(542)	24%	(400)	21%	(357)	1663

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

**Table MCEN2_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	26%	(562)	34%	(739)	19%	(408)	22%	(492)	2201
Gender: Male	35%	(372)	35%	(377)	15%	(158)	15%	(164)	1071
Gender: Female	17%	(190)	32%	(361)	22%	(250)	29%	(325)	1127
Age: 18-34	31%	(196)	38%	(237)	18%	(116)	13%	(82)	631
Age: 35-44	32%	(118)	38%	(141)	16%	(60)	14%	(52)	372
Age: 45-64	28%	(200)	32%	(230)	18%	(128)	22%	(153)	711
Age: 65+	10%	(48)	27%	(130)	21%	(104)	42%	(205)	487
GenZers: 1997-2012	25%	(65)	42%	(111)	20%	(52)	13%	(34)	262
Millennials: 1981-1996	35%	(234)	35%	(239)	17%	(112)	13%	(89)	675
GenXers: 1965-1980	32%	(181)	33%	(186)	17%	(94)	18%	(100)	561
Baby Boomers: 1946-1964	12%	(79)	30%	(192)	21%	(137)	36%	(233)	640
PID: Dem (no lean)	32%	(299)	37%	(347)	15%	(140)	17%	(163)	949
PID: Ind (no lean)	22%	(141)	32%	(207)	23%	(145)	23%	(144)	638
PID: Rep (no lean)	20%	(122)	30%	(185)	20%	(123)	30%	(185)	614
PID/Gender: Dem Men	42%	(215)	39%	(200)	9%	(44)	10%	(49)	508
PID/Gender: Dem Women	19%	(84)	33%	(146)	22%	(95)	26%	(115)	440
PID/Gender: Ind Men	27%	(72)	33%	(87)	23%	(61)	18%	(47)	266
PID/Gender: Ind Women	19%	(69)	33%	(121)	23%	(84)	26%	(95)	368
PID/Gender: Rep Men	29%	(85)	30%	(90)	18%	(53)	23%	(69)	296
PID/Gender: Rep Women	12%	(37)	30%	(95)	22%	(70)	37%	(116)	318
Ideo: Liberal (1-3)	28%	(195)	37%	(256)	18%	(127)	17%	(119)	697
Ideo: Moderate (4)	26%	(174)	35%	(235)	18%	(121)	20%	(133)	662
Ideo: Conservative (5-7)	23%	(151)	30%	(199)	19%	(126)	28%	(187)	663
Educ: < College	25%	(363)	33%	(481)	17%	(250)	24%	(344)	1438
Educ: Bachelors degree	23%	(109)	35%	(169)	24%	(115)	19%	(91)	484
Educ: Post-grad	32%	(90)	32%	(89)	15%	(43)	20%	(56)	278
Income: Under 50k	26%	(305)	32%	(383)	17%	(202)	25%	(299)	1189
Income: 50k-100k	21%	(140)	35%	(231)	23%	(149)	21%	(135)	654
Income: 100k+	33%	(117)	35%	(125)	16%	(57)	16%	(58)	358
Ethnicity: White	23%	(386)	32%	(545)	20%	(343)	25%	(425)	1698
Ethnicity: Hispanic	25%	(93)	40%	(153)	22%	(84)	13%	(48)	379

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Table MCEN2_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	26% (562)	34% (739)	19% (408)	22% (492)	2201
Ethnicity: Black	39% (110)	36% (103)	9% (25)	16% (45)	283
Ethnicity: Other	30% (66)	41% (91)	18% (40)	10% (23)	220
All Christian	22% (220)	32% (314)	20% (196)	25% (248)	977
All Non-Christian	39% (93)	35% (82)	11% (26)	15% (34)	235
Atheist	26% (24)	28% (26)	29% (27)	16% (14)	91
Agnostic/Nothing in particular	24% (131)	35% (192)	17% (91)	24% (130)	544
Something Else	27% (95)	35% (126)	19% (69)	18% (65)	354
Religious Non-Protestant/Catholic	39% (99)	34% (87)	12% (30)	15% (37)	254
Evangelical	26% (145)	30% (165)	20% (110)	24% (130)	550
Non-Evangelical	21% (158)	35% (264)	20% (147)	24% (178)	747
Community: Urban	33% (231)	35% (249)	14% (98)	18% (124)	702
Community: Suburban	22% (212)	34% (322)	21% (200)	23% (223)	958
Community: Rural	22% (119)	31% (167)	20% (110)	27% (145)	541
Employ: Private Sector	33% (252)	36% (271)	18% (134)	13% (97)	755
Employ: Government	35% (54)	43% (66)	12% (18)	10% (15)	154
Employ: Self-Employed	27% (45)	38% (63)	15% (26)	20% (33)	167
Employ: Homemaker	23% (34)	29% (42)	24% (35)	24% (34)	146
Employ: Student	30% (23)	52% (40)	9% (7)	9% (7)	77
Employ: Retired	11% (57)	26% (137)	21% (110)	42% (217)	521
Employ: Unemployed	27% (64)	26% (64)	23% (55)	24% (58)	241
Employ: Other	23% (33)	39% (54)	16% (22)	22% (30)	139
Military HH: Yes	23% (60)	28% (74)	22% (57)	26% (68)	259
Military HH: No	26% (502)	34% (665)	18% (352)	22% (424)	1942
2022 House Vote: Democrat	32% (299)	35% (332)	16% (148)	18% (170)	949
2022 House Vote: Republican	19% (111)	29% (173)	21% (128)	31% (183)	596
2022 House Vote: Someone else	28% (17)	26% (16)	27% (16)	19% (11)	60
2022 House Vote: Didnt Vote	23% (135)	37% (218)	20% (117)	21% (128)	597

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**Table MCEN2_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	26%	(562)	34%	(739)	19%	(408)	22%	(492)	2201
2020 Vote: Joe Biden	30%	(290)	35%	(341)	16%	(155)	18%	(178)	963
2020 Vote: Donald Trump	21%	(138)	29%	(195)	21%	(139)	29%	(191)	663
2020 Vote: Other	27%	(17)	24%	(15)	25%	(16)	25%	(16)	64
2020 Vote: Didn't Vote	23%	(118)	37%	(188)	19%	(98)	21%	(107)	511
2018 House Vote: Democrat	31%	(245)	35%	(276)	15%	(115)	20%	(158)	795
2018 House Vote: Republican	20%	(110)	27%	(150)	23%	(125)	30%	(166)	551
2018 House Vote: Someone else	34%	(19)	33%	(19)	27%	(16)	6%	(3)	57
2018 House Vote: Didnt Vote	24%	(188)	37%	(293)	19%	(153)	21%	(164)	799
4-Region: Northeast	28%	(109)	34%	(132)	15%	(57)	23%	(88)	386
4-Region: Midwest	20%	(92)	32%	(145)	21%	(95)	27%	(123)	455
4-Region: South	23%	(196)	35%	(291)	19%	(156)	23%	(196)	839
4-Region: West	32%	(165)	33%	(170)	19%	(101)	16%	(85)	521
Film Fan	28%	(532)	35%	(685)	19%	(370)	18%	(343)	1928
Avid Film Fan	42%	(320)	32%	(247)	13%	(96)	13%	(99)	763
Went to Theaters 1+ Times in Past Month	36%	(325)	36%	(328)	15%	(134)	13%	(115)	901
Went to Theaters 3+ Times in Past Month	46%	(166)	33%	(118)	13%	(47)	7%	(25)	356
Went to Theaters Once/Month or more in Past Year	47%	(201)	35%	(147)	9%	(40)	9%	(36)	425
Went to Theaters Once Every 2 Months or less in Past Year	21%	(347)	33%	(548)	21%	(352)	25%	(415)	1663

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

Table MCEN2_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)	32%	(704)	19%	(410)	21%	(452)	2201
Gender: Male	40%	(427)	35%	(379)	14%	(146)	11%	(118)	1071
Gender: Female	18%	(207)	29%	(323)	23%	(264)	30%	(333)	1127
Age: 18-34	33%	(207)	32%	(205)	20%	(127)	15%	(92)	631
Age: 35-44	33%	(123)	32%	(119)	16%	(59)	19%	(71)	372
Age: 45-64	29%	(204)	35%	(248)	16%	(114)	21%	(146)	711
Age: 65+	21%	(102)	27%	(132)	23%	(110)	29%	(143)	487
GenZers: 1997-2012	28%	(75)	35%	(91)	21%	(54)	16%	(42)	262
Millennials: 1981-1996	34%	(232)	32%	(218)	18%	(120)	16%	(106)	675
GenXers: 1965-1980	32%	(178)	36%	(201)	14%	(78)	19%	(105)	561
Baby Boomers: 1946-1964	22%	(144)	28%	(180)	22%	(140)	28%	(177)	640
PID: Dem (no lean)	34%	(320)	33%	(313)	17%	(160)	16%	(156)	949
PID: Ind (no lean)	27%	(174)	33%	(208)	20%	(125)	21%	(131)	638
PID: Rep (no lean)	23%	(142)	30%	(183)	20%	(125)	27%	(165)	614
PID/Gender: Dem Men	47%	(241)	32%	(163)	11%	(56)	9%	(47)	508
PID/Gender: Dem Women	18%	(78)	34%	(149)	23%	(103)	25%	(109)	440
PID/Gender: Ind Men	34%	(91)	40%	(107)	16%	(43)	10%	(26)	266
PID/Gender: Ind Women	22%	(82)	27%	(100)	22%	(82)	28%	(104)	368
PID/Gender: Rep Men	32%	(95)	37%	(109)	16%	(47)	15%	(45)	296
PID/Gender: Rep Women	15%	(47)	23%	(74)	25%	(78)	38%	(119)	318
Ideo: Liberal (1-3)	35%	(246)	34%	(234)	16%	(112)	15%	(106)	697
Ideo: Moderate (4)	25%	(164)	34%	(228)	24%	(158)	17%	(112)	662
Ideo: Conservative (5-7)	28%	(186)	29%	(190)	16%	(106)	27%	(181)	663
Educ: < College	28%	(402)	31%	(448)	19%	(280)	21%	(308)	1438
Educ: Bachelors degree	27%	(130)	34%	(166)	20%	(98)	19%	(91)	484
Educ: Post-grad	37%	(103)	32%	(90)	11%	(31)	19%	(54)	278
Income: Under 50k	26%	(311)	32%	(380)	18%	(220)	23%	(279)	1189
Income: 50k-100k	29%	(187)	33%	(213)	22%	(143)	17%	(111)	654
Income: 100k+	38%	(137)	31%	(111)	13%	(47)	18%	(63)	358
Ethnicity: White	28%	(472)	30%	(512)	21%	(350)	21%	(365)	1698
Ethnicity: Hispanic	33%	(125)	30%	(114)	20%	(77)	16%	(62)	379

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Table MCEN2_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)	32%	(704)	19%	(410)	21%	(452)	2201
Ethnicity: Black	33%	(94)	33%	(93)	14%	(39)	20%	(57)	283
Ethnicity: Other	31%	(69)	45%	(99)	9%	(21)	14%	(31)	220
All Christian	25%	(246)	31%	(308)	21%	(210)	22%	(213)	977
All Non-Christian	43%	(100)	35%	(82)	9%	(20)	14%	(33)	235
Atheist	42%	(38)	21%	(19)	17%	(15)	20%	(18)	91
Agnostic/Nothing in particular	27%	(147)	32%	(176)	19%	(101)	22%	(120)	544
Something Else	29%	(103)	34%	(119)	18%	(64)	19%	(68)	354
Religious Non-Protestant/Catholic	43%	(108)	33%	(83)	11%	(27)	14%	(36)	254
Evangelical	28%	(153)	32%	(178)	19%	(106)	20%	(112)	550
Non-Evangelical	25%	(184)	32%	(242)	21%	(157)	22%	(164)	747
Community: Urban	37%	(258)	30%	(212)	17%	(120)	16%	(111)	702
Community: Suburban	26%	(248)	33%	(320)	20%	(192)	21%	(198)	958
Community: Rural	24%	(129)	32%	(171)	18%	(97)	26%	(143)	541
Employ: Private Sector	36%	(270)	34%	(254)	16%	(117)	15%	(114)	755
Employ: Government	40%	(62)	31%	(48)	15%	(23)	14%	(22)	154
Employ: Self-Employed	34%	(56)	34%	(56)	17%	(29)	16%	(26)	167
Employ: Homemaker	15%	(22)	29%	(42)	22%	(32)	34%	(50)	146
Employ: Student	36%	(27)	39%	(30)	15%	(11)	10%	(8)	77
Employ: Retired	21%	(108)	28%	(147)	21%	(108)	30%	(159)	521
Employ: Unemployed	26%	(63)	28%	(68)	27%	(65)	19%	(45)	241
Employ: Other	19%	(27)	42%	(59)	17%	(24)	21%	(29)	139
Military HH: Yes	33%	(84)	30%	(77)	16%	(42)	21%	(55)	259
Military HH: No	28%	(551)	32%	(626)	19%	(367)	20%	(397)	1942
2022 House Vote: Democrat	35%	(329)	34%	(325)	17%	(157)	14%	(137)	949
2022 House Vote: Republican	26%	(152)	29%	(171)	19%	(116)	26%	(156)	596
2022 House Vote: Someone else	20%	(12)	31%	(18)	28%	(16)	21%	(13)	60
2022 House Vote: Didnt Vote	24%	(142)	32%	(189)	20%	(120)	24%	(146)	597

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Table MCEN2_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)	32%	(704)	19%	(410)	21%	(452)	2201
2020 Vote: Joe Biden	34%	(330)	33%	(320)	18%	(172)	15%	(142)	963
2020 Vote: Donald Trump	24%	(159)	30%	(202)	21%	(136)	25%	(166)	663
2020 Vote: Other	28%	(18)	33%	(21)	14%	(9)	25%	(16)	64
2020 Vote: Didn't Vote	25%	(128)	31%	(161)	18%	(93)	25%	(130)	511
2018 House Vote: Democrat	35%	(276)	35%	(276)	15%	(119)	16%	(124)	795
2018 House Vote: Republican	26%	(143)	28%	(153)	20%	(111)	26%	(143)	551
2018 House Vote: Someone else	29%	(17)	32%	(18)	28%	(16)	11%	(6)	57
2018 House Vote: Didnt Vote	25%	(200)	32%	(256)	20%	(164)	22%	(179)	799
4-Region: Northeast	28%	(108)	35%	(133)	17%	(67)	20%	(77)	386
4-Region: Midwest	27%	(123)	25%	(112)	22%	(99)	27%	(121)	455
4-Region: South	25%	(212)	35%	(290)	19%	(159)	21%	(179)	839
4-Region: West	37%	(193)	32%	(169)	16%	(84)	15%	(76)	521
Film Fan	31%	(598)	34%	(662)	19%	(361)	16%	(308)	1928
Avid Film Fan	44%	(335)	31%	(236)	14%	(110)	11%	(81)	763
Went to Theaters 1+ Times in Past Month	38%	(342)	33%	(297)	16%	(144)	13%	(118)	901
Went to Theaters 3+ Times in Past Month	46%	(163)	35%	(124)	11%	(40)	8%	(29)	356
Went to Theaters Once/Month or more in Past Year	45%	(190)	33%	(140)	11%	(46)	11%	(48)	425
Went to Theaters Once Every 2 Months or less in Past Year	25%	(416)	32%	(540)	20%	(340)	22%	(367)	1663

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

**Table MCEN2_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	31%	(692)	23%	(513)	15%	(337)	30%	(659)	2201
Gender: Male	36%	(386)	27%	(288)	16%	(167)	21%	(229)	1071
Gender: Female	27%	(305)	20%	(225)	15%	(169)	38%	(428)	1127
Age: 18-34	47%	(297)	25%	(155)	12%	(77)	16%	(102)	631
Age: 35-44	36%	(132)	29%	(108)	13%	(49)	22%	(83)	372
Age: 45-64	31%	(221)	23%	(167)	14%	(98)	32%	(226)	711
Age: 65+	9%	(42)	17%	(84)	23%	(113)	51%	(248)	487
GenZers: 1997-2012	49%	(127)	26%	(68)	12%	(32)	13%	(35)	262
Millennials: 1981-1996	41%	(280)	26%	(177)	13%	(86)	20%	(133)	675
GenXers: 1965-1980	36%	(202)	25%	(138)	12%	(68)	27%	(153)	561
Baby Boomers: 1946-1964	13%	(82)	18%	(113)	22%	(138)	48%	(308)	640
PID: Dem (no lean)	35%	(331)	26%	(245)	14%	(132)	25%	(240)	949
PID: Ind (no lean)	31%	(198)	22%	(142)	17%	(105)	30%	(192)	638
PID: Rep (no lean)	26%	(162)	20%	(126)	16%	(100)	37%	(226)	614
PID/Gender: Dem Men	42%	(212)	29%	(149)	12%	(62)	17%	(84)	508
PID/Gender: Dem Women	27%	(119)	22%	(96)	16%	(70)	35%	(155)	440
PID/Gender: Ind Men	30%	(80)	27%	(71)	21%	(56)	22%	(59)	266
PID/Gender: Ind Women	32%	(117)	19%	(71)	13%	(48)	36%	(133)	368
PID/Gender: Rep Men	32%	(94)	23%	(68)	16%	(49)	29%	(86)	296
PID/Gender: Rep Women	22%	(68)	18%	(58)	16%	(51)	44%	(140)	318
Ideo: Liberal (1-3)	34%	(237)	23%	(159)	18%	(124)	25%	(178)	697
Ideo: Moderate (4)	34%	(225)	23%	(154)	17%	(113)	26%	(170)	662
Ideo: Conservative (5-7)	26%	(174)	22%	(145)	13%	(85)	39%	(259)	663
Educ: < College	35%	(506)	24%	(342)	13%	(186)	28%	(404)	1438
Educ: Bachelors degree	21%	(104)	22%	(106)	23%	(110)	34%	(165)	484
Educ: Post-grad	29%	(82)	23%	(65)	15%	(42)	32%	(89)	278
Income: Under 50k	33%	(393)	24%	(283)	14%	(164)	29%	(349)	1189
Income: 50k-100k	28%	(184)	22%	(144)	18%	(119)	32%	(207)	654
Income: 100k+	32%	(115)	24%	(87)	15%	(55)	28%	(102)	358
Ethnicity: White	29%	(489)	24%	(403)	15%	(260)	32%	(546)	1698
Ethnicity: Hispanic	47%	(176)	23%	(89)	9%	(34)	21%	(80)	379

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Table MCEN2_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	31% (692)	23% (513)	15% (337)	30% (659)	2201
Ethnicity: Black	46% (130)	20% (57)	13% (37)	21% (59)	283
Ethnicity: Other	33% (72)	25% (54)	18% (40)	25% (54)	220
All Christian	26% (254)	22% (213)	17% (164)	35% (346)	977
All Non-Christian	43% (100)	24% (55)	13% (31)	21% (48)	235
Atheist	39% (36)	24% (22)	14% (12)	23% (21)	91
Agnostic/Nothing in particular	35% (193)	25% (137)	15% (83)	24% (131)	544
Something Else	31% (109)	24% (86)	13% (47)	32% (112)	354
Religious Non-Protestant/Catholic	41% (104)	23% (57)	13% (32)	24% (61)	254
Evangelical	27% (147)	23% (125)	15% (83)	35% (195)	550
Non-Evangelical	27% (205)	23% (170)	17% (126)	33% (246)	747
Community: Urban	39% (275)	25% (177)	14% (96)	22% (154)	702
Community: Suburban	26% (251)	22% (213)	17% (162)	35% (333)	958
Community: Rural	31% (166)	23% (124)	15% (79)	32% (171)	541
Employ: Private Sector	37% (282)	26% (198)	14% (103)	23% (171)	755
Employ: Government	43% (67)	23% (36)	13% (19)	21% (32)	154
Employ: Self-Employed	36% (61)	24% (40)	9% (15)	31% (52)	167
Employ: Homemaker	32% (47)	22% (32)	17% (25)	29% (42)	146
Employ: Student	56% (43)	17% (13)	8% (6)	19% (15)	77
Employ: Retired	12% (64)	18% (96)	22% (113)	47% (248)	521
Employ: Unemployed	32% (78)	28% (67)	14% (33)	26% (62)	241
Employ: Other	36% (50)	21% (30)	16% (22)	27% (37)	139
Military HH: Yes	28% (74)	20% (51)	16% (41)	36% (92)	259
Military HH: No	32% (618)	24% (462)	15% (296)	29% (566)	1942
2022 House Vote: Democrat	34% (321)	25% (233)	15% (145)	26% (249)	949
2022 House Vote: Republican	23% (139)	22% (132)	16% (94)	39% (231)	596
2022 House Vote: Someone else	21% (13)	25% (15)	7% (4)	46% (28)	60
2022 House Vote: Didnt Vote	37% (218)	22% (134)	16% (95)	25% (151)	597

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**Table MCEN2_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	31%	(692)	23%	(513)	15%	(337)	30%	(659)	2201
2020 Vote: Joe Biden	33%	(315)	24%	(227)	16%	(150)	28%	(271)	963
2020 Vote: Donald Trump	26%	(173)	21%	(136)	16%	(103)	38%	(251)	663
2020 Vote: Other	24%	(15)	33%	(21)	16%	(10)	27%	(17)	64
2020 Vote: Didn't Vote	37%	(188)	25%	(130)	15%	(74)	23%	(119)	511
2018 House Vote: Democrat	33%	(265)	22%	(174)	16%	(128)	29%	(226)	795
2018 House Vote: Republican	24%	(132)	20%	(111)	16%	(88)	40%	(221)	551
2018 House Vote: Someone else	20%	(11)	27%	(15)	14%	(8)	40%	(23)	57
2018 House Vote: Didnt Vote	35%	(283)	27%	(214)	14%	(114)	24%	(189)	799
4-Region: Northeast	33%	(127)	22%	(85)	14%	(55)	31%	(119)	386
4-Region: Midwest	26%	(117)	22%	(101)	14%	(66)	38%	(171)	455
4-Region: South	33%	(279)	24%	(200)	15%	(125)	28%	(235)	839
4-Region: West	32%	(169)	24%	(127)	17%	(91)	26%	(134)	521
Film Fan	33%	(639)	23%	(451)	15%	(298)	28%	(540)	1928
Avid Film Fan	46%	(354)	21%	(158)	12%	(88)	21%	(163)	763
Went to Theaters 1+ Times in Past Month	42%	(376)	23%	(211)	12%	(108)	23%	(206)	901
Went to Theaters 3+ Times in Past Month	52%	(185)	26%	(94)	9%	(32)	13%	(45)	356
Went to Theaters Once/Month or more in Past Year	46%	(193)	27%	(116)	11%	(47)	16%	(69)	425
Went to Theaters Once Every 2 Months or less in Past Year	28%	(464)	22%	(365)	17%	(279)	33%	(555)	1663

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

**Table MCEN2_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	41% (896)	38% (831)	11% (235)	11% (240)	2201
Gender: Male	42% (449)	40% (425)	10% (112)	8% (85)	1071
Gender: Female	40% (446)	36% (405)	11% (122)	14% (154)	1127
Age: 18-34	48% (301)	32% (201)	11% (68)	10% (60)	631
Age: 35-44	39% (145)	40% (147)	10% (35)	12% (44)	372
Age: 45-64	42% (298)	39% (280)	10% (70)	9% (63)	711
Age: 65+	31% (152)	41% (202)	13% (61)	15% (72)	487
GenZers: 1997-2012	39% (101)	35% (92)	14% (37)	12% (32)	262
Millennials: 1981-1996	47% (319)	34% (227)	9% (62)	10% (67)	675
GenXers: 1965-1980	42% (238)	40% (223)	10% (56)	8% (43)	561
Baby Boomers: 1946-1964	34% (217)	41% (260)	11% (69)	15% (94)	640
PID: Dem (no lean)	45% (430)	35% (330)	10% (99)	10% (90)	949
PID: Ind (no lean)	38% (240)	41% (263)	12% (75)	9% (60)	638
PID: Rep (no lean)	37% (226)	39% (238)	10% (61)	15% (89)	614
PID/Gender: Dem Men	47% (239)	36% (184)	11% (54)	6% (31)	508
PID/Gender: Dem Women	43% (190)	33% (146)	10% (44)	13% (59)	440
PID/Gender: Ind Men	34% (90)	48% (128)	10% (27)	8% (22)	266
PID/Gender: Ind Women	40% (149)	36% (134)	13% (48)	10% (37)	368
PID/Gender: Rep Men	40% (119)	38% (114)	11% (32)	11% (32)	296
PID/Gender: Rep Women	34% (107)	39% (124)	9% (29)	18% (58)	318
Ideo: Liberal (1-3)	41% (288)	37% (257)	13% (91)	9% (62)	697
Ideo: Moderate (4)	42% (281)	40% (262)	10% (63)	9% (56)	662
Ideo: Conservative (5-7)	39% (262)	39% (258)	9% (62)	12% (81)	663
Educ: < College	42% (604)	37% (534)	10% (141)	11% (159)	1438
Educ: Bachelors degree	39% (190)	40% (195)	12% (58)	9% (42)	484
Educ: Post-grad	37% (102)	37% (102)	13% (35)	14% (39)	278
Income: Under 50k	40% (479)	35% (419)	12% (138)	13% (153)	1189
Income: 50k-100k	42% (275)	41% (270)	9% (60)	7% (49)	654
Income: 100k+	39% (141)	40% (142)	10% (37)	10% (38)	358
Ethnicity: White	39% (663)	39% (659)	11% (187)	11% (189)	1698
Ethnicity: Hispanic	50% (188)	31% (119)	7% (28)	12% (45)	379

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**Table MCEN2_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	41% (896)	38% (831)	11% (235)	11% (240)	2201
Ethnicity: Black	52% (147)	32% (90)	7% (19)	9% (26)	283
Ethnicity: Other	39% (86)	37% (81)	13% (28)	11% (24)	220
All Christian	37% (360)	41% (402)	11% (107)	11% (108)	977
All Non-Christian	50% (118)	29% (68)	8% (18)	13% (31)	235
Atheist	35% (32)	29% (27)	25% (23)	10% (9)	91
Agnostic/Nothing in particular	41% (221)	41% (224)	9% (49)	9% (50)	544
Something Else	46% (164)	31% (110)	11% (39)	12% (42)	354
Religious Non-Protestant/Catholic	50% (126)	28% (70)	9% (23)	13% (34)	254
Evangelical	38% (207)	38% (209)	12% (64)	13% (69)	550
Non-Evangelical	40% (301)	40% (296)	10% (74)	10% (77)	747
Community: Urban	48% (339)	33% (234)	8% (58)	10% (71)	702
Community: Suburban	36% (341)	41% (394)	13% (127)	10% (97)	958
Community: Rural	40% (216)	38% (203)	9% (50)	13% (72)	541
Employ: Private Sector	47% (356)	34% (260)	12% (91)	6% (47)	755
Employ: Government	44% (68)	39% (60)	8% (12)	9% (14)	154
Employ: Self-Employed	36% (61)	41% (69)	10% (17)	12% (21)	167
Employ: Homemaker	38% (56)	37% (54)	8% (12)	17% (24)	146
Employ: Student	50% (39)	31% (24)	8% (6)	10% (8)	77
Employ: Retired	31% (162)	44% (229)	11% (58)	14% (73)	521
Employ: Unemployed	41% (98)	36% (87)	11% (25)	13% (31)	241
Employ: Other	41% (57)	34% (48)	9% (13)	16% (22)	139
Military HH: Yes	41% (105)	40% (104)	9% (24)	10% (26)	259
Military HH: No	41% (791)	37% (727)	11% (211)	11% (214)	1942
2022 House Vote: Democrat	45% (428)	37% (352)	10% (95)	8% (74)	949
2022 House Vote: Republican	39% (230)	39% (232)	10% (62)	12% (71)	596
2022 House Vote: Someone else	33% (19)	44% (26)	10% (6)	14% (8)	60
2022 House Vote: Didnt Vote	37% (219)	37% (220)	12% (72)	14% (86)	597

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**Table MCEN2_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	41% (896)	38% (831)	11% (235)	11% (240)	2201
2020 Vote: Joe Biden	42% (407)	39% (374)	11% (101)	8% (81)	963
2020 Vote: Donald Trump	39% (257)	39% (258)	11% (71)	12% (78)	663
2020 Vote: Other	39% (25)	36% (23)	14% (9)	11% (7)	64
2020 Vote: Didn't Vote	40% (207)	35% (176)	10% (54)	15% (74)	511
2018 House Vote: Democrat	43% (344)	39% (313)	9% (73)	8% (65)	795
2018 House Vote: Republican	40% (219)	37% (206)	10% (55)	13% (70)	551
2018 House Vote: Someone else	37% (21)	40% (23)	15% (8)	8% (4)	57
2018 House Vote: Didnt Vote	39% (312)	36% (289)	12% (98)	13% (101)	799
4-Region: Northeast	42% (161)	40% (153)	7% (28)	11% (43)	386
4-Region: Midwest	38% (174)	39% (177)	11% (50)	12% (54)	455
4-Region: South	41% (345)	36% (305)	11% (94)	11% (95)	839
4-Region: West	41% (215)	38% (196)	12% (63)	9% (47)	521
Film Fan	43% (839)	38% (740)	11% (205)	8% (145)	1928
Avid Film Fan	62% (476)	28% (210)	6% (43)	4% (33)	763
Went to Theaters 1+ Times in Past Month	47% (424)	36% (323)	10% (87)	7% (67)	901
Went to Theaters 3+ Times in Past Month	52% (186)	34% (121)	6% (23)	7% (26)	356
Went to Theaters Once/Month or more in Past Year	54% (231)	33% (140)	6% (24)	7% (30)	425
Went to Theaters Once Every 2 Months or less in Past Year	37% (612)	40% (663)	12% (201)	11% (186)	1663

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

Table MCEN2_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	43%	(947)	38%	(846)	9%	(209)	9%	(199)	2201
Gender: Male	40%	(430)	41%	(434)	11%	(115)	9%	(92)	1071
Gender: Female	46%	(517)	37%	(411)	8%	(93)	9%	(105)	1127
Age: 18-34	46%	(293)	35%	(224)	10%	(61)	8%	(53)	631
Age: 35-44	45%	(167)	38%	(143)	6%	(24)	10%	(38)	372
Age: 45-64	41%	(292)	40%	(286)	10%	(74)	8%	(58)	711
Age: 65+	40%	(194)	40%	(193)	10%	(50)	10%	(50)	487
GenZers: 1997-2012	40%	(105)	37%	(98)	12%	(32)	10%	(27)	262
Millennials: 1981-1996	47%	(318)	37%	(248)	7%	(49)	9%	(61)	675
GenXers: 1965-1980	44%	(246)	38%	(211)	11%	(61)	8%	(43)	561
Baby Boomers: 1946-1964	38%	(242)	42%	(271)	9%	(60)	10%	(66)	640
PID: Dem (no lean)	46%	(439)	37%	(347)	9%	(83)	8%	(80)	949
PID: Ind (no lean)	42%	(267)	41%	(261)	10%	(62)	7%	(48)	638
PID: Rep (no lean)	39%	(242)	39%	(237)	10%	(64)	12%	(72)	614
PID/Gender: Dem Men	46%	(232)	37%	(186)	10%	(49)	8%	(41)	508
PID/Gender: Dem Women	47%	(207)	37%	(161)	8%	(34)	9%	(37)	440
PID/Gender: Ind Men	34%	(91)	48%	(127)	12%	(31)	7%	(17)	266
PID/Gender: Ind Women	48%	(176)	36%	(134)	8%	(30)	8%	(29)	368
PID/Gender: Rep Men	36%	(108)	41%	(121)	12%	(35)	11%	(33)	296
PID/Gender: Rep Women	42%	(134)	37%	(116)	9%	(29)	12%	(39)	318
Ideo: Liberal (1-3)	44%	(306)	37%	(258)	12%	(82)	7%	(50)	697
Ideo: Moderate (4)	44%	(291)	41%	(273)	7%	(46)	8%	(51)	662
Ideo: Conservative (5-7)	41%	(271)	40%	(264)	10%	(64)	10%	(64)	663
Educ: < College	44%	(630)	38%	(550)	9%	(132)	9%	(127)	1438
Educ: Bachelors degree	42%	(203)	39%	(187)	11%	(52)	9%	(41)	484
Educ: Post-grad	41%	(114)	39%	(109)	9%	(25)	11%	(31)	278
Income: Under 50k	43%	(507)	36%	(433)	10%	(119)	11%	(130)	1189
Income: 50k-100k	44%	(290)	40%	(261)	10%	(69)	5%	(34)	654
Income: 100k+	42%	(150)	43%	(152)	6%	(21)	10%	(34)	358
Ethnicity: White	42%	(720)	39%	(668)	10%	(165)	9%	(145)	1698
Ethnicity: Hispanic	54%	(205)	31%	(119)	8%	(30)	7%	(25)	379

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**Table MCEN2_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	43% (947)	38% (846)	9% (209)	9% (199)	2201
Ethnicity: Black	50% (143)	34% (95)	6% (18)	10% (27)	283
Ethnicity: Other	39% (85)	38% (83)	12% (26)	12% (27)	220
All Christian	43% (424)	39% (381)	9% (91)	8% (81)	977
All Non-Christian	49% (115)	28% (66)	10% (23)	13% (30)	235
Atheist	36% (32)	48% (44)	10% (9)	6% (5)	91
Agnostic/Nothing in particular	38% (209)	44% (237)	10% (52)	8% (46)	544
Something Else	47% (167)	33% (118)	9% (33)	10% (36)	354
Religious Non-Protestant/Catholic	48% (121)	28% (72)	11% (27)	13% (33)	254
Evangelical	43% (237)	40% (219)	7% (41)	10% (53)	550
Non-Evangelical	46% (342)	36% (266)	10% (78)	8% (62)	747
Community: Urban	44% (310)	36% (253)	8% (57)	12% (82)	702
Community: Suburban	43% (410)	41% (390)	10% (95)	7% (63)	958
Community: Rural	42% (227)	37% (203)	10% (56)	10% (55)	541
Employ: Private Sector	47% (353)	37% (278)	10% (74)	7% (50)	755
Employ: Government	49% (76)	37% (57)	9% (14)	5% (8)	154
Employ: Self-Employed	35% (58)	40% (67)	9% (15)	16% (27)	167
Employ: Homemaker	40% (58)	43% (63)	10% (14)	8% (11)	146
Employ: Student	43% (33)	41% (31)	7% (5)	10% (7)	77
Employ: Retired	38% (196)	42% (221)	9% (49)	11% (56)	521
Employ: Unemployed	45% (109)	35% (84)	9% (22)	11% (27)	241
Employ: Other	46% (64)	33% (46)	12% (17)	9% (13)	139
Military HH: Yes	48% (124)	37% (96)	7% (18)	8% (21)	259
Military HH: No	42% (823)	39% (750)	10% (191)	9% (178)	1942
2022 House Vote: Democrat	46% (440)	37% (352)	9% (87)	7% (70)	949
2022 House Vote: Republican	41% (246)	40% (235)	10% (57)	10% (57)	596
2022 House Vote: Someone else	42% (25)	47% (28)	6% (4)	5% (3)	60
2022 House Vote: Didnt Vote	40% (236)	39% (231)	10% (61)	12% (70)	597

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Table MCEN2_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	43% (947)	38% (846)	9% (209)	9% (199)	2201
2020 Vote: Joe Biden	45% (438)	38% (368)	9% (87)	7% (70)	963
2020 Vote: Donald Trump	41% (274)	40% (268)	9% (61)	9% (61)	663
2020 Vote: Other	39% (25)	30% (19)	21% (13)	10% (6)	64
2020 Vote: Didn't Vote	41% (211)	37% (190)	9% (48)	12% (62)	511
2018 House Vote: Democrat	45% (356)	39% (309)	9% (73)	7% (57)	795
2018 House Vote: Republican	42% (230)	40% (218)	9% (48)	10% (55)	551
2018 House Vote: Someone else	44% (25)	43% (24)	10% (6)	3% (2)	57
2018 House Vote: Didnt Vote	42% (336)	37% (295)	10% (83)	11% (86)	799
4-Region: Northeast	43% (166)	41% (158)	8% (32)	8% (30)	386
4-Region: Midwest	41% (185)	37% (168)	13% (58)	10% (44)	455
4-Region: South	46% (386)	37% (313)	8% (65)	9% (75)	839
4-Region: West	40% (210)	40% (208)	10% (53)	10% (51)	521
Film Fan	45% (873)	39% (754)	9% (177)	6% (125)	1928
Avid Film Fan	56% (430)	32% (244)	7% (50)	5% (38)	763
Went to Theaters 1+ Times in Past Month	47% (427)	36% (326)	9% (82)	7% (67)	901
Went to Theaters 3+ Times in Past Month	55% (195)	31% (110)	7% (26)	7% (25)	356
Went to Theaters Once/Month or more in Past Year	50% (214)	35% (148)	7% (29)	8% (34)	425
Went to Theaters Once Every 2 Months or less in Past Year	41% (686)	40% (666)	10% (167)	9% (144)	1663

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

Table MCEN2_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	25%	(541)	38%	(832)	20%	(438)	18%	(390)	2201
Gender: Male	30%	(325)	40%	(429)	16%	(169)	14%	(147)	1071
Gender: Female	19%	(216)	36%	(403)	24%	(267)	21%	(241)	1127
Age: 18-34	25%	(155)	31%	(194)	25%	(155)	20%	(127)	631
Age: 35-44	24%	(91)	38%	(141)	17%	(63)	21%	(77)	372
Age: 45-64	26%	(182)	41%	(290)	17%	(122)	16%	(117)	711
Age: 65+	23%	(113)	42%	(207)	20%	(98)	14%	(69)	487
GenZers: 1997-2012	18%	(46)	31%	(82)	28%	(72)	23%	(61)	262
Millennials: 1981-1996	27%	(185)	33%	(225)	20%	(133)	20%	(133)	675
GenXers: 1965-1980	24%	(137)	43%	(239)	17%	(95)	16%	(89)	561
Baby Boomers: 1946-1964	25%	(161)	40%	(253)	20%	(128)	15%	(98)	640
PID: Dem (no lean)	28%	(266)	40%	(383)	17%	(160)	15%	(141)	949
PID: Ind (no lean)	23%	(147)	35%	(221)	21%	(137)	21%	(133)	638
PID: Rep (no lean)	21%	(128)	37%	(228)	23%	(141)	19%	(117)	614
PID/Gender: Dem Men	36%	(183)	40%	(204)	11%	(54)	13%	(66)	508
PID/Gender: Dem Women	19%	(82)	40%	(178)	24%	(105)	17%	(75)	440
PID/Gender: Ind Men	25%	(66)	41%	(109)	23%	(61)	12%	(31)	266
PID/Gender: Ind Women	22%	(81)	30%	(111)	20%	(76)	27%	(100)	368
PID/Gender: Rep Men	26%	(76)	39%	(115)	18%	(54)	17%	(51)	296
PID/Gender: Rep Women	16%	(52)	36%	(113)	27%	(87)	21%	(66)	318
Ideo: Liberal (1-3)	26%	(184)	38%	(266)	20%	(138)	16%	(109)	697
Ideo: Moderate (4)	22%	(149)	41%	(269)	21%	(140)	16%	(104)	662
Ideo: Conservative (5-7)	26%	(174)	38%	(249)	19%	(128)	17%	(112)	663
Educ: < College	22%	(312)	36%	(515)	23%	(324)	20%	(287)	1438
Educ: Bachelors degree	27%	(130)	42%	(205)	17%	(81)	14%	(67)	484
Educ: Post-grad	36%	(99)	40%	(112)	11%	(32)	13%	(35)	278
Income: Under 50k	22%	(258)	37%	(437)	20%	(243)	21%	(252)	1189
Income: 50k-100k	27%	(177)	38%	(249)	22%	(143)	13%	(84)	654
Income: 100k+	30%	(106)	41%	(147)	14%	(52)	15%	(54)	358
Ethnicity: White	25%	(429)	36%	(619)	21%	(353)	17%	(297)	1698
Ethnicity: Hispanic	26%	(97)	30%	(115)	20%	(75)	24%	(92)	379

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Table MCEN2_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	25% (541)	38% (832)	20% (438)	18% (390)	2201
Ethnicity: Black	21% (58)	43% (121)	18% (50)	19% (54)	283
Ethnicity: Other	25% (54)	42% (92)	16% (34)	18% (39)	220
All Christian	25% (248)	38% (375)	20% (192)	17% (162)	977
All Non-Christian	43% (100)	32% (76)	11% (25)	15% (34)	235
Atheist	16% (15)	32% (29)	27% (24)	25% (22)	91
Agnostic/Nothing in particular	20% (108)	38% (206)	22% (120)	20% (110)	544
Something Else	20% (69)	41% (147)	21% (76)	18% (62)	354
Religious Non-Protestant/Catholic	42% (106)	33% (83)	11% (28)	14% (36)	254
Evangelical	24% (131)	39% (217)	18% (101)	19% (102)	550
Non-Evangelical	24% (177)	39% (292)	22% (162)	16% (117)	747
Community: Urban	32% (223)	34% (241)	17% (123)	16% (115)	702
Community: Suburban	22% (208)	41% (395)	20% (192)	17% (163)	958
Community: Rural	20% (111)	36% (196)	23% (123)	21% (111)	541
Employ: Private Sector	26% (195)	38% (287)	19% (146)	17% (127)	755
Employ: Government	35% (54)	38% (58)	7% (11)	20% (31)	154
Employ: Self-Employed	26% (43)	43% (71)	13% (21)	19% (31)	167
Employ: Homemaker	16% (23)	32% (47)	29% (43)	23% (33)	146
Employ: Student	34% (26)	23% (17)	24% (18)	20% (15)	77
Employ: Retired	25% (128)	41% (212)	19% (101)	15% (80)	521
Employ: Unemployed	19% (47)	33% (80)	28% (67)	20% (47)	241
Employ: Other	18% (24)	43% (59)	22% (30)	18% (25)	139
Military HH: Yes	29% (75)	36% (94)	15% (39)	19% (50)	259
Military HH: No	24% (466)	38% (738)	21% (398)	18% (340)	1942
2022 House Vote: Democrat	29% (279)	40% (379)	16% (156)	14% (134)	949
2022 House Vote: Republican	24% (143)	39% (234)	20% (121)	16% (98)	596
2022 House Vote: Someone else	26% (16)	27% (16)	17% (10)	30% (18)	60
2022 House Vote: Didnt Vote	17% (104)	34% (203)	25% (150)	23% (140)	597

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Table MCEN2_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	25%	(541)	38%	(832)	20%	(438)	18%	(390)	2201
2020 Vote: Joe Biden	28%	(272)	40%	(385)	17%	(165)	15%	(142)	963
2020 Vote: Donald Trump	23%	(153)	40%	(263)	21%	(138)	17%	(110)	663
2020 Vote: Other	30%	(19)	32%	(20)	23%	(15)	15%	(10)	64
2020 Vote: Didn't Vote	19%	(98)	32%	(164)	24%	(121)	25%	(128)	511
2018 House Vote: Democrat	30%	(241)	41%	(328)	16%	(127)	12%	(99)	795
2018 House Vote: Republican	25%	(136)	40%	(219)	21%	(115)	15%	(81)	551
2018 House Vote: Someone else	25%	(14)	20%	(11)	26%	(15)	28%	(16)	57
2018 House Vote: Didnt Vote	19%	(149)	34%	(274)	23%	(182)	24%	(194)	799
4-Region: Northeast	27%	(103)	38%	(147)	17%	(67)	18%	(68)	386
4-Region: Midwest	23%	(106)	34%	(156)	24%	(111)	18%	(82)	455
4-Region: South	21%	(178)	38%	(321)	20%	(169)	20%	(172)	839
4-Region: West	30%	(154)	40%	(209)	17%	(90)	13%	(68)	521
Film Fan	26%	(509)	40%	(769)	20%	(388)	14%	(263)	1928
Avid Film Fan	34%	(263)	39%	(299)	15%	(113)	12%	(88)	763
Went to Theaters 1+ Times in Past Month	30%	(267)	38%	(340)	18%	(166)	14%	(128)	901
Went to Theaters 3+ Times in Past Month	42%	(148)	34%	(120)	14%	(50)	11%	(38)	356
Went to Theaters Once/Month or more in Past Year	40%	(169)	37%	(156)	12%	(51)	12%	(49)	425
Went to Theaters Once Every 2 Months or less in Past Year	20%	(339)	39%	(645)	22%	(370)	19%	(309)	1663

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

Table MCEN2_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	26%	(580)	34%	(757)	20%	(441)	19%	(422)	2201
Gender: Male	20%	(217)	30%	(324)	24%	(259)	25%	(271)	1071
Gender: Female	32%	(362)	38%	(433)	16%	(182)	13%	(150)	1127
Age: 18-34	33%	(207)	33%	(208)	19%	(121)	15%	(95)	631
Age: 35-44	34%	(126)	35%	(131)	16%	(59)	15%	(55)	372
Age: 45-64	23%	(160)	35%	(251)	20%	(144)	22%	(156)	711
Age: 65+	18%	(87)	34%	(167)	24%	(117)	24%	(117)	487
GenZers: 1997-2012	29%	(75)	32%	(84)	21%	(54)	19%	(50)	262
Millennials: 1981-1996	36%	(240)	34%	(228)	17%	(116)	13%	(90)	675
GenXers: 1965-1980	22%	(126)	37%	(206)	18%	(103)	23%	(127)	561
Baby Boomers: 1946-1964	20%	(127)	34%	(217)	24%	(151)	23%	(145)	640
PID: Dem (no lean)	32%	(301)	36%	(343)	15%	(140)	17%	(165)	949
PID: Ind (no lean)	25%	(158)	33%	(209)	25%	(156)	18%	(114)	638
PID: Rep (no lean)	20%	(121)	33%	(205)	24%	(145)	23%	(143)	614
PID/Gender: Dem Men	30%	(151)	35%	(177)	15%	(77)	20%	(103)	508
PID/Gender: Dem Women	34%	(150)	38%	(165)	14%	(63)	14%	(62)	440
PID/Gender: Ind Men	9%	(24)	27%	(73)	35%	(92)	29%	(77)	266
PID/Gender: Ind Women	36%	(134)	37%	(136)	17%	(64)	10%	(35)	368
PID/Gender: Rep Men	14%	(43)	25%	(74)	30%	(90)	30%	(90)	296
PID/Gender: Rep Women	24%	(78)	41%	(132)	17%	(55)	17%	(53)	318
Ideo: Liberal (1-3)	29%	(204)	34%	(239)	17%	(121)	19%	(133)	697
Ideo: Moderate (4)	25%	(166)	36%	(238)	22%	(147)	17%	(111)	662
Ideo: Conservative (5-7)	23%	(154)	33%	(221)	22%	(146)	21%	(142)	663
Educ: < College	25%	(366)	34%	(490)	20%	(289)	20%	(293)	1438
Educ: Bachelors degree	24%	(116)	37%	(177)	23%	(109)	17%	(82)	484
Educ: Post-grad	35%	(97)	32%	(90)	15%	(43)	17%	(48)	278
Income: Under 50k	22%	(262)	35%	(419)	21%	(246)	22%	(262)	1189
Income: 50k-100k	30%	(195)	34%	(224)	19%	(123)	17%	(111)	654
Income: 100k+	34%	(123)	32%	(115)	20%	(72)	14%	(49)	358
Ethnicity: White	26%	(441)	34%	(584)	20%	(347)	19%	(327)	1698
Ethnicity: Hispanic	28%	(106)	39%	(149)	15%	(56)	18%	(68)	379

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Table MCEN2_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	26% (580)	34% (757)	20% (441)	19% (422)	2201
Ethnicity: Black	30% (85)	34% (97)	17% (49)	18% (52)	283
Ethnicity: Other	25% (54)	35% (76)	21% (46)	20% (43)	220
All Christian	24% (232)	37% (357)	21% (206)	19% (182)	977
All Non-Christian	41% (97)	33% (77)	14% (33)	12% (28)	235
Atheist	11% (10)	15% (14)	24% (22)	49% (45)	91
Agnostic/Nothing in particular	24% (130)	33% (177)	22% (120)	22% (117)	544
Something Else	31% (111)	37% (132)	17% (60)	14% (50)	354
Religious Non-Protestant/Catholic	40% (102)	33% (84)	14% (34)	13% (33)	254
Evangelical	29% (160)	35% (192)	19% (106)	17% (92)	550
Non-Evangelical	24% (176)	38% (284)	21% (155)	18% (132)	747
Community: Urban	34% (236)	34% (237)	15% (109)	17% (120)	702
Community: Suburban	22% (209)	34% (330)	23% (225)	20% (194)	958
Community: Rural	25% (135)	35% (190)	20% (108)	20% (108)	541
Employ: Private Sector	30% (227)	32% (243)	19% (142)	19% (143)	755
Employ: Government	36% (55)	35% (54)	14% (22)	15% (23)	154
Employ: Self-Employed	24% (40)	31% (52)	27% (44)	18% (30)	167
Employ: Homemaker	29% (43)	38% (55)	19% (27)	14% (21)	146
Employ: Student	41% (31)	37% (29)	13% (10)	9% (7)	77
Employ: Retired	18% (93)	36% (190)	22% (113)	24% (126)	521
Employ: Unemployed	24% (58)	36% (86)	21% (52)	19% (45)	241
Employ: Other	23% (32)	35% (48)	22% (31)	20% (27)	139
Military HH: Yes	19% (49)	34% (88)	31% (81)	16% (41)	259
Military HH: No	27% (530)	34% (669)	19% (361)	20% (382)	1942
2022 House Vote: Democrat	30% (284)	34% (322)	18% (175)	18% (168)	949
2022 House Vote: Republican	19% (112)	32% (193)	26% (152)	23% (139)	596
2022 House Vote: Someone else	37% (22)	35% (21)	9% (5)	20% (12)	60
2022 House Vote: Didnt Vote	27% (162)	37% (222)	18% (109)	17% (104)	597

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Table MCEN2_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	26%	(580)	34%	(757)	20%	(441)	19%	(422)	2201
2020 Vote: Joe Biden	31%	(298)	34%	(329)	18%	(169)	17%	(167)	963
2020 Vote: Donald Trump	19%	(126)	35%	(230)	24%	(162)	22%	(146)	663
2020 Vote: Other	13%	(8)	41%	(26)	17%	(11)	29%	(19)	64
2020 Vote: Didn't Vote	29%	(147)	34%	(173)	19%	(99)	18%	(91)	511
2018 House Vote: Democrat	31%	(242)	33%	(264)	19%	(149)	18%	(139)	795
2018 House Vote: Republican	19%	(105)	33%	(183)	25%	(136)	23%	(127)	551
2018 House Vote: Someone else	30%	(17)	34%	(19)	24%	(13)	12%	(7)	57
2018 House Vote: Didnt Vote	27%	(215)	36%	(291)	18%	(143)	19%	(150)	799
4-Region: Northeast	26%	(101)	36%	(139)	19%	(73)	19%	(72)	386
4-Region: Midwest	26%	(118)	35%	(157)	20%	(93)	19%	(87)	455
4-Region: South	26%	(219)	33%	(276)	22%	(183)	19%	(161)	839
4-Region: West	27%	(142)	35%	(185)	18%	(92)	20%	(103)	521
Film Fan	28%	(532)	35%	(681)	20%	(391)	17%	(324)	1928
Avid Film Fan	38%	(290)	31%	(240)	16%	(120)	15%	(113)	763
Went to Theaters 1+ Times in Past Month	34%	(306)	34%	(307)	18%	(159)	14%	(129)	901
Went to Theaters 3+ Times in Past Month	46%	(164)	27%	(97)	15%	(55)	12%	(41)	356
Went to Theaters Once/Month or more in Past Year	43%	(181)	32%	(134)	11%	(45)	15%	(65)	425
Went to Theaters Once Every 2 Months or less in Past Year	22%	(362)	35%	(585)	23%	(384)	20%	(332)	1663

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

Table MCEN2_9: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?
Action-Adventure

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	41%	(895)	40%	(869)	10%	(213)	10%	(223)	2201
Gender: Male	50%	(539)	36%	(385)	7%	(71)	7%	(75)	1071
Gender: Female	32%	(356)	43%	(483)	13%	(141)	13%	(146)	1127
Age: 18-34	42%	(268)	42%	(265)	7%	(46)	8%	(52)	631
Age: 35-44	48%	(177)	37%	(137)	7%	(26)	8%	(31)	372
Age: 45-64	42%	(302)	38%	(267)	10%	(73)	10%	(70)	711
Age: 65+	30%	(148)	41%	(200)	14%	(68)	14%	(70)	487
GenZers: 1997-2012	42%	(109)	44%	(114)	7%	(18)	8%	(21)	262
Millennials: 1981-1996	46%	(311)	38%	(260)	7%	(47)	9%	(58)	675
GenXers: 1965-1980	44%	(245)	38%	(211)	10%	(58)	8%	(46)	561
Baby Boomers: 1946-1964	32%	(207)	42%	(267)	13%	(82)	13%	(85)	640
PID: Dem (no lean)	45%	(423)	38%	(359)	9%	(88)	8%	(79)	949
PID: Ind (no lean)	38%	(244)	40%	(257)	10%	(66)	11%	(72)	638
PID: Rep (no lean)	37%	(228)	41%	(254)	10%	(60)	12%	(72)	614
PID/Gender: Dem Men	54%	(273)	33%	(167)	8%	(39)	6%	(28)	508
PID/Gender: Dem Women	34%	(150)	43%	(191)	11%	(48)	12%	(51)	440
PID/Gender: Ind Men	45%	(120)	40%	(108)	6%	(17)	8%	(22)	266
PID/Gender: Ind Women	33%	(123)	40%	(149)	13%	(48)	13%	(48)	368
PID/Gender: Rep Men	49%	(146)	37%	(111)	5%	(15)	8%	(25)	296
PID/Gender: Rep Women	26%	(83)	45%	(143)	14%	(45)	15%	(47)	318
Ideo: Liberal (1-3)	42%	(292)	41%	(283)	9%	(63)	9%	(60)	697
Ideo: Moderate (4)	42%	(275)	40%	(264)	10%	(66)	9%	(57)	662
Ideo: Conservative (5-7)	40%	(264)	40%	(267)	10%	(64)	10%	(68)	663
Educ: < College	41%	(593)	39%	(559)	10%	(142)	10%	(144)	1438
Educ: Bachelors degree	37%	(180)	43%	(210)	11%	(51)	9%	(44)	484
Educ: Post-grad	44%	(122)	36%	(101)	7%	(20)	12%	(35)	278
Income: Under 50k	41%	(485)	36%	(431)	10%	(118)	13%	(155)	1189
Income: 50k-100k	38%	(249)	47%	(304)	10%	(64)	6%	(37)	654
Income: 100k+	45%	(162)	37%	(134)	9%	(31)	9%	(31)	358
Ethnicity: White	38%	(648)	42%	(710)	10%	(166)	10%	(174)	1698
Ethnicity: Hispanic	40%	(153)	46%	(173)	6%	(21)	8%	(32)	379

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Table MCEN2_9: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?
Action-Adventure

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	41% (895)	40% (869)	10% (213)	10% (223)	2201
Ethnicity: Black	54% (154)	27% (77)	7% (19)	12% (33)	283
Ethnicity: Other	42% (93)	37% (82)	13% (29)	7% (16)	220
All Christian	38% (372)	39% (384)	12% (117)	11% (104)	977
All Non-Christian	50% (116)	33% (78)	7% (17)	10% (24)	235
Atheist	44% (40)	37% (33)	9% (8)	11% (10)	91
Agnostic/Nothing in particular	39% (211)	42% (229)	9% (48)	10% (56)	544
Something Else	44% (156)	41% (146)	7% (23)	8% (29)	354
Religious Non-Protestant/Catholic	49% (124)	33% (83)	8% (21)	10% (25)	254
Evangelical	42% (232)	36% (197)	11% (62)	11% (59)	550
Non-Evangelical	38% (282)	43% (323)	10% (72)	9% (71)	747
Community: Urban	46% (326)	35% (243)	9% (60)	10% (73)	702
Community: Suburban	37% (351)	43% (417)	10% (100)	9% (91)	958
Community: Rural	40% (219)	39% (210)	10% (53)	11% (59)	541
Employ: Private Sector	45% (342)	38% (287)	10% (75)	7% (50)	755
Employ: Government	47% (73)	45% (69)	5% (7)	3% (5)	154
Employ: Self-Employed	48% (80)	31% (52)	5% (9)	15% (26)	167
Employ: Homemaker	38% (56)	37% (54)	11% (17)	13% (19)	146
Employ: Student	49% (38)	42% (32)	6% (4)	3% (2)	77
Employ: Retired	30% (157)	42% (221)	14% (72)	14% (72)	521
Employ: Unemployed	39% (94)	42% (101)	7% (17)	12% (30)	241
Employ: Other	39% (54)	38% (53)	9% (13)	14% (19)	139
Military HH: Yes	46% (120)	36% (93)	9% (22)	9% (24)	259
Military HH: No	40% (776)	40% (777)	10% (191)	10% (199)	1942
2022 House Vote: Democrat	45% (424)	37% (355)	9% (89)	9% (81)	949
2022 House Vote: Republican	41% (243)	38% (227)	10% (61)	11% (65)	596
2022 House Vote: Someone else	28% (17)	51% (30)	11% (7)	10% (6)	60
2022 House Vote: Didnt Vote	36% (212)	43% (257)	10% (57)	12% (71)	597

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Table MCEN2_9: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?
Action-Adventure

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	41% (895)	40% (869)	10% (213)	10% (223)	2201
2020 Vote: Joe Biden	43% (419)	38% (370)	10% (96)	8% (79)	963
2020 Vote: Donald Trump	39% (256)	41% (271)	11% (70)	10% (66)	663
2020 Vote: Other	33% (21)	36% (23)	16% (10)	14% (9)	64
2020 Vote: Didn't Vote	39% (200)	40% (205)	7% (37)	13% (69)	511
2018 House Vote: Democrat	44% (349)	39% (306)	8% (67)	9% (72)	795
2018 House Vote: Republican	40% (219)	38% (210)	12% (64)	11% (58)	551
2018 House Vote: Someone else	33% (19)	51% (29)	12% (7)	4% (2)	57
2018 House Vote: Didnt Vote	39% (308)	41% (325)	9% (75)	11% (91)	799
4-Region: Northeast	42% (162)	38% (148)	9% (33)	11% (42)	386
4-Region: Midwest	39% (177)	40% (182)	10% (44)	11% (52)	455
4-Region: South	42% (350)	38% (321)	10% (85)	10% (83)	839
4-Region: West	39% (206)	42% (219)	10% (50)	9% (46)	521
Film Fan	43% (836)	41% (789)	9% (171)	7% (133)	1928
Avid Film Fan	59% (453)	29% (225)	6% (46)	5% (39)	763
Went to Theaters 1+ Times in Past Month	52% (468)	34% (308)	7% (66)	7% (60)	901
Went to Theaters 3+ Times in Past Month	59% (211)	29% (102)	6% (21)	6% (22)	356
Went to Theaters Once/Month or more in Past Year	59% (250)	29% (124)	6% (26)	6% (25)	425
Went to Theaters Once Every 2 Months or less in Past Year	37% (612)	42% (704)	11% (175)	10% (172)	1663

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

Table MCEN2_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% (1038)	37% (821)	9% (191)	7% (150)	2201
Gender: Male	47% (499)	37% (399)	9% (97)	7% (76)	1071
Gender: Female	48% (539)	37% (420)	8% (94)	7% (74)	1127
Age: 18-34	54% (341)	32% (203)	9% (58)	5% (30)	631
Age: 35-44	52% (195)	37% (136)	6% (22)	5% (19)	372
Age: 45-64	46% (327)	40% (286)	6% (44)	8% (54)	711
Age: 65+	36% (175)	40% (196)	14% (68)	10% (47)	487
GenZers: 1997-2012	48% (126)	37% (97)	11% (28)	4% (10)	262
Millennials: 1981-1996	56% (376)	32% (213)	7% (50)	5% (36)	675
GenXers: 1965-1980	47% (265)	38% (216)	6% (35)	8% (45)	561
Baby Boomers: 1946-1964	39% (250)	43% (274)	10% (67)	8% (49)	640
PID: Dem (no lean)	52% (492)	35% (331)	7% (68)	6% (57)	949
PID: Ind (no lean)	47% (297)	39% (249)	9% (60)	5% (31)	638
PID: Rep (no lean)	40% (249)	39% (241)	10% (63)	10% (62)	614
PID/Gender: Dem Men	54% (273)	34% (170)	6% (33)	6% (32)	508
PID/Gender: Dem Women	50% (219)	36% (160)	8% (36)	6% (25)	440
PID/Gender: Ind Men	39% (104)	43% (113)	13% (34)	6% (15)	266
PID/Gender: Ind Women	53% (194)	36% (133)	7% (26)	4% (16)	368
PID/Gender: Rep Men	41% (122)	39% (115)	10% (31)	10% (29)	296
PID/Gender: Rep Women	40% (127)	40% (126)	10% (32)	10% (33)	318
Ideo: Liberal (1-3)	52% (365)	34% (240)	8% (58)	5% (33)	697
Ideo: Moderate (4)	47% (314)	38% (250)	8% (53)	7% (45)	662
Ideo: Conservative (5-7)	41% (273)	42% (280)	9% (59)	8% (51)	663
Educ: < College	48% (696)	37% (528)	8% (120)	7% (94)	1438
Educ: Bachelors degree	44% (213)	41% (197)	10% (48)	6% (27)	484
Educ: Post-grad	46% (129)	35% (97)	9% (24)	10% (29)	278
Income: Under 50k	46% (553)	37% (436)	10% (114)	7% (87)	1189
Income: 50k-100k	46% (303)	40% (260)	8% (55)	5% (35)	654
Income: 100k+	51% (182)	35% (125)	6% (22)	8% (28)	358
Ethnicity: White	47% (793)	37% (624)	9% (153)	8% (128)	1698
Ethnicity: Hispanic	57% (216)	28% (105)	7% (25)	9% (33)	379

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Table MCEN2_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% (1038)	37% (821)	9% (191)	7% (150)	2201
Ethnicity: Black	48% (136)	41% (117)	6% (18)	4% (12)	283
Ethnicity: Other	50% (109)	36% (80)	9% (20)	5% (10)	220
All Christian	46% (447)	38% (372)	9% (90)	7% (68)	977
All Non-Christian	55% (128)	28% (66)	6% (14)	11% (26)	235
Atheist	37% (34)	44% (40)	14% (13)	5% (4)	91
Agnostic/Nothing in particular	47% (257)	39% (211)	6% (33)	8% (43)	544
Something Else	49% (173)	37% (132)	12% (41)	2% (9)	354
Religious Non-Protestant/Catholic	52% (132)	31% (77)	6% (16)	11% (29)	254
Evangelical	48% (266)	35% (190)	10% (57)	7% (37)	550
Non-Evangelical	46% (347)	39% (292)	9% (71)	5% (37)	747
Community: Urban	54% (377)	34% (240)	6% (44)	6% (41)	702
Community: Suburban	45% (431)	39% (377)	10% (93)	6% (57)	958
Community: Rural	43% (230)	38% (204)	10% (54)	10% (52)	541
Employ: Private Sector	52% (391)	36% (268)	7% (52)	6% (43)	755
Employ: Government	62% (96)	29% (44)	6% (10)	3% (5)	154
Employ: Self-Employed	40% (68)	38% (63)	12% (20)	10% (17)	167
Employ: Homemaker	49% (72)	36% (52)	3% (5)	12% (17)	146
Employ: Student	59% (45)	38% (29)	2% (1)	2% (2)	77
Employ: Retired	35% (180)	45% (236)	12% (63)	8% (42)	521
Employ: Unemployed	52% (126)	31% (75)	11% (26)	6% (15)	241
Employ: Other	44% (61)	38% (54)	10% (15)	7% (10)	139
Military HH: Yes	49% (126)	33% (85)	9% (24)	10% (25)	259
Military HH: No	47% (913)	38% (736)	9% (168)	6% (126)	1942
2022 House Vote: Democrat	52% (490)	34% (327)	8% (80)	5% (52)	949
2022 House Vote: Republican	39% (234)	42% (247)	11% (63)	8% (50)	596
2022 House Vote: Someone else	62% (37)	21% (13)	10% (6)	6% (4)	60
2022 House Vote: Didnt Vote	46% (277)	39% (234)	7% (42)	7% (44)	597

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Table MCEN2_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% (1038)	37% (821)	9% (191)	7% (150)	2201
2020 Vote: Joe Biden	51% (490)	35% (339)	8% (78)	6% (57)	963
2020 Vote: Donald Trump	43% (286)	40% (268)	9% (57)	8% (51)	663
2020 Vote: Other	51% (33)	35% (22)	12% (8)	2% (1)	64
2020 Vote: Didn't Vote	45% (229)	38% (192)	9% (48)	8% (42)	511
2018 House Vote: Democrat	50% (398)	36% (286)	8% (65)	6% (47)	795
2018 House Vote: Republican	40% (221)	42% (231)	9% (52)	8% (46)	551
2018 House Vote: Someone else	64% (36)	32% (18)	4% (2)	— (0)	57
2018 House Vote: Didnt Vote	48% (383)	36% (286)	9% (72)	7% (58)	799
4-Region: Northeast	50% (194)	36% (140)	10% (37)	4% (14)	386
4-Region: Midwest	45% (206)	37% (169)	11% (48)	7% (33)	455
4-Region: South	46% (383)	39% (328)	8% (68)	7% (61)	839
4-Region: West	49% (255)	35% (185)	7% (38)	8% (43)	521
Film Fan	49% (954)	38% (724)	8% (163)	4% (87)	1928
Avid Film Fan	59% (453)	31% (238)	6% (48)	3% (24)	763
Went to Theaters 1+ Times in Past Month	54% (485)	34% (307)	7% (68)	5% (43)	901
Went to Theaters 3+ Times in Past Month	58% (207)	29% (103)	7% (25)	6% (22)	356
Went to Theaters Once/Month or more in Past Year	57% (243)	33% (139)	4% (18)	6% (25)	425
Went to Theaters Once Every 2 Months or less in Past Year	45% (754)	39% (643)	10% (161)	6% (105)	1663

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

Table MCEN3: In your opinion, which part of the year would you say the best movies come out in theaters?

Demographic	January to March		April to June		July to September		October to December		Don't know	Total N	
Adults	9%	(200)	18%	(387)	25%	(559)	24%	(519)	24%	(536)	2201
Gender: Male	12%	(134)	22%	(232)	27%	(288)	21%	(229)	17%	(187)	1071
Gender: Female	6%	(66)	14%	(155)	24%	(269)	26%	(289)	31%	(348)	1127
Age: 18-34	11%	(69)	22%	(140)	25%	(156)	22%	(141)	20%	(124)	631
Age: 35-44	11%	(42)	23%	(84)	30%	(110)	18%	(67)	18%	(68)	372
Age: 45-64	7%	(50)	16%	(116)	30%	(211)	24%	(169)	23%	(165)	711
Age: 65+	8%	(38)	10%	(46)	17%	(82)	29%	(141)	37%	(179)	487
GenZers: 1997-2012	12%	(32)	22%	(59)	23%	(61)	25%	(64)	17%	(45)	262
Millennials: 1981-1996	10%	(70)	23%	(157)	26%	(177)	20%	(134)	20%	(137)	675
GenXers: 1965-1980	8%	(47)	18%	(101)	31%	(174)	23%	(126)	20%	(112)	561
Baby Boomers: 1946-1964	8%	(48)	10%	(65)	22%	(139)	28%	(176)	33%	(211)	640
PID: Dem (no lean)	12%	(111)	22%	(208)	26%	(245)	22%	(211)	18%	(175)	949
PID: Ind (no lean)	5%	(30)	14%	(88)	26%	(167)	24%	(150)	32%	(202)	638
PID: Rep (no lean)	10%	(59)	15%	(91)	24%	(147)	26%	(159)	26%	(159)	614
PID/Gender: Dem Men	15%	(77)	28%	(142)	28%	(144)	17%	(86)	12%	(59)	508
PID/Gender: Dem Women	8%	(33)	15%	(66)	23%	(101)	28%	(124)	26%	(116)	440
PID/Gender: Ind Men	7%	(18)	14%	(38)	28%	(74)	24%	(63)	28%	(74)	266
PID/Gender: Ind Women	3%	(12)	13%	(50)	25%	(92)	23%	(86)	35%	(129)	368
PID/Gender: Rep Men	13%	(39)	17%	(52)	24%	(71)	27%	(80)	19%	(55)	296
PID/Gender: Rep Women	6%	(20)	12%	(39)	24%	(76)	25%	(78)	33%	(104)	318
Ideo: Liberal (1-3)	10%	(71)	19%	(129)	30%	(210)	22%	(152)	19%	(135)	697
Ideo: Moderate (4)	7%	(44)	19%	(127)	23%	(152)	25%	(164)	26%	(174)	662
Ideo: Conservative (5-7)	12%	(77)	17%	(112)	24%	(160)	25%	(164)	23%	(151)	663
Educ: < College	8%	(119)	16%	(224)	25%	(355)	24%	(339)	28%	(402)	1438
Educ: Bachelors degree	8%	(37)	19%	(94)	28%	(137)	26%	(125)	19%	(91)	484
Educ: Post-grad	16%	(43)	25%	(69)	24%	(67)	20%	(56)	16%	(43)	278
Income: Under 50k	6%	(73)	15%	(181)	26%	(314)	24%	(283)	29%	(339)	1189
Income: 50k-100k	13%	(82)	19%	(125)	24%	(156)	24%	(156)	21%	(135)	654
Income: 100k+	12%	(45)	23%	(81)	25%	(90)	22%	(80)	17%	(62)	358
Ethnicity: White	10%	(170)	18%	(302)	23%	(387)	25%	(417)	25%	(422)	1698
Ethnicity: Hispanic	11%	(43)	20%	(76)	28%	(107)	23%	(88)	17%	(64)	379
Ethnicity: Black	7%	(19)	18%	(51)	32%	(91)	23%	(64)	21%	(58)	283

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Table MCEN3: *In your opinion, which part of the year would you say the best movies come out in theaters?*

Demographic	January to March	April to June	July to September	October to December	Don't know	Total N
Adults	9% (200)	18% (387)	25% (559)	24% (519)	24% (536)	2201
Ethnicity: Other	5% (10)	15% (33)	37% (82)	17% (38)	26% (56)	220
All Christian	7% (69)	16% (157)	26% (250)	28% (278)	23% (223)	977
All Non-Christian	28% (66)	30% (71)	22% (51)	11% (27)	8% (20)	235
Atheist	9% (8)	17% (15)	26% (24)	27% (25)	21% (19)	91
Agnostic/Nothing in particular	7% (38)	14% (79)	26% (140)	22% (119)	31% (168)	544
Something Else	5% (18)	18% (65)	27% (94)	20% (71)	30% (106)	354
Religious Non-Protestant/Catholic	27% (69)	29% (73)	21% (53)	13% (34)	10% (25)	254
Evangelical	7% (36)	19% (105)	28% (155)	22% (123)	24% (130)	550
Non-Evangelical	6% (48)	15% (113)	24% (183)	29% (214)	25% (190)	747
Community: Urban	14% (98)	22% (152)	25% (178)	21% (149)	18% (125)	702
Community: Suburban	6% (59)	15% (145)	28% (266)	25% (238)	26% (250)	958
Community: Rural	8% (43)	17% (90)	21% (115)	24% (132)	30% (161)	541
Employ: Private Sector	11% (85)	23% (171)	30% (224)	22% (163)	15% (113)	755
Employ: Government	14% (22)	29% (44)	26% (40)	19% (30)	12% (19)	154
Employ: Self-Employed	14% (24)	19% (32)	21% (34)	26% (43)	20% (34)	167
Employ: Homemaker	3% (5)	10% (15)	26% (38)	30% (43)	30% (44)	146
Employ: Student	20% (15)	24% (18)	16% (13)	26% (20)	14% (11)	77
Employ: Retired	7% (35)	9% (49)	22% (114)	26% (134)	36% (190)	521
Employ: Unemployed	5% (11)	15% (37)	27% (65)	19% (47)	34% (82)	241
Employ: Other	2% (3)	15% (21)	22% (31)	28% (39)	32% (44)	139
Military HH: Yes	14% (35)	13% (33)	24% (63)	24% (61)	26% (67)	259
Military HH: No	8% (165)	18% (353)	26% (496)	24% (458)	24% (469)	1942
2022 House Vote: Democrat	11% (103)	19% (178)	27% (259)	25% (236)	18% (173)	949
2022 House Vote: Republican	7% (41)	17% (103)	22% (132)	27% (160)	27% (159)	596
2022 House Vote: Someone else	4% (2)	19% (11)	34% (20)	17% (10)	27% (16)	60
2022 House Vote: Didn't Vote	9% (53)	16% (94)	25% (148)	19% (114)	31% (188)	597
2020 Vote: Joe Biden	10% (100)	19% (181)	28% (273)	25% (238)	18% (171)	963
2020 Vote: Donald Trump	8% (51)	15% (102)	23% (153)	27% (177)	27% (181)	663
2020 Vote: Other	5% (3)	25% (16)	27% (17)	20% (13)	23% (14)	64
2020 Vote: Didn't Vote	9% (45)	17% (88)	23% (117)	18% (91)	33% (169)	511

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Table MCEN3: In your opinion, which part of the year would you say the best movies come out in theaters?

Demographic	January to March		April to June		July to September		October to December		Don't know		Total N
Adults	9%	(200)	18%	(387)	25%	(559)	24%	(519)	24%	(536)	2201
2018 House Vote: Democrat	11%	(89)	19%	(154)	25%	(202)	26%	(208)	18%	(141)	795
2018 House Vote: Republican	7%	(38)	18%	(99)	23%	(128)	25%	(138)	27%	(147)	551
2018 House Vote: Someone else	4%	(2)	18%	(10)	39%	(22)	11%	(6)	28%	(16)	57
2018 House Vote: Didnt Vote	9%	(70)	15%	(124)	26%	(207)	21%	(167)	29%	(232)	799
4-Region: Northeast	12%	(47)	19%	(73)	24%	(92)	24%	(91)	22%	(83)	386
4-Region: Midwest	12%	(56)	18%	(82)	25%	(113)	21%	(93)	24%	(110)	455
4-Region: South	6%	(52)	18%	(148)	25%	(208)	24%	(203)	27%	(228)	839
4-Region: West	9%	(45)	16%	(84)	28%	(146)	25%	(132)	22%	(114)	521
Film Fan	9%	(177)	18%	(353)	26%	(505)	25%	(475)	22%	(418)	1928
Avid Film Fan	12%	(92)	22%	(167)	28%	(211)	24%	(182)	15%	(111)	763
Went to Theaters 1+ Times in Past Month	14%	(129)	27%	(243)	27%	(245)	22%	(200)	9%	(86)	901
Went to Theaters 3+ Times in Past Month	22%	(77)	32%	(113)	27%	(97)	16%	(56)	4%	(13)	356
Went to Theaters Once/Month or more in Past Year	17%	(73)	30%	(127)	28%	(117)	20%	(83)	6%	(24)	425
Went to Theaters Once Every 2 Months or less in Past Year	7%	(120)	15%	(251)	26%	(425)	25%	(420)	27%	(447)	1663

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

Table MCEN4: *Generally speaking, would you say you see films in movie theaters more, less, or about the same now compared to before the COVID-19 pandemic?*

Demographic	More	About the same	Less	Total N
Adults	12% (258)	51% (1133)	37% (809)	2201
Gender: Male	18% (197)	54% (573)	28% (300)	1071
Gender: Female	5% (61)	50% (560)	45% (506)	1127
Age: 18-34	16% (99)	53% (333)	31% (199)	631
Age: 35-44	18% (66)	49% (184)	33% (122)	372
Age: 45-64	10% (69)	51% (365)	39% (278)	711
Age: 65+	5% (25)	52% (252)	43% (211)	487
GenZers: 1997-2012	14% (37)	59% (155)	27% (70)	262
Millennials: 1981-1996	18% (121)	49% (329)	33% (225)	675
GenXers: 1965-1980	10% (56)	53% (300)	37% (205)	561
Baby Boomers: 1946-1964	6% (40)	50% (321)	44% (280)	640
PID: Dem (no lean)	17% (163)	48% (458)	35% (328)	949
PID: Ind (no lean)	6% (38)	56% (357)	38% (242)	638
PID: Rep (no lean)	9% (58)	52% (318)	39% (238)	614
PID/Gender: Dem Men	28% (142)	47% (239)	25% (127)	508
PID/Gender: Dem Women	5% (21)	50% (218)	46% (201)	440
PID/Gender: Ind Men	7% (19)	59% (157)	34% (91)	266
PID/Gender: Ind Women	5% (19)	54% (200)	40% (149)	368
PID/Gender: Rep Men	12% (37)	60% (177)	28% (83)	296
PID/Gender: Rep Women	7% (21)	45% (142)	49% (156)	318
Ideo: Liberal (1-3)	16% (114)	49% (340)	35% (242)	697
Ideo: Moderate (4)	8% (54)	57% (377)	35% (231)	662
Ideo: Conservative (5-7)	12% (81)	47% (312)	41% (270)	663
Educ: < College	8% (118)	53% (761)	39% (560)	1438
Educ: Bachelors degree	12% (60)	52% (250)	36% (175)	484
Educ: Post-grad	29% (81)	44% (123)	27% (75)	278
Income: Under 50k	7% (79)	54% (647)	39% (464)	1189
Income: 50k-100k	12% (78)	52% (343)	36% (233)	654
Income: 100k+	28% (101)	40% (144)	31% (112)	358
Ethnicity: White	12% (201)	52% (883)	36% (614)	1698
Ethnicity: Hispanic	14% (52)	49% (184)	38% (143)	379
Ethnicity: Black	10% (27)	48% (137)	42% (119)	283

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Table MCEN4: Generally speaking, would you say you see films in movie theaters more, less, or about the same now compared to before the COVID-19 pandemic?

Demographic	More		About the same		Less		Total N
Adults	12%	(258)	51%	(1133)	37%	(809)	2201
Ethnicity: Other	14%	(30)	52%	(114)	35%	(76)	220
All Christian	10%	(94)	52%	(508)	38%	(376)	977
All Non-Christian	41%	(96)	39%	(92)	20%	(46)	235
Atheist	7%	(6)	63%	(57)	30%	(28)	91
Agnostic/Nothing in particular	7%	(35)	56%	(304)	38%	(205)	544
Something Else	8%	(27)	49%	(172)	44%	(155)	354
Religious Non-Protestant/Catholic	40%	(101)	40%	(101)	20%	(52)	254
Evangelical	10%	(58)	52%	(285)	38%	(207)	550
Non-Evangelical	8%	(57)	50%	(377)	42%	(313)	747
Community: Urban	24%	(167)	48%	(335)	29%	(201)	702
Community: Suburban	7%	(66)	54%	(516)	39%	(377)	958
Community: Rural	5%	(26)	52%	(283)	43%	(232)	541
Employ: Private Sector	17%	(127)	51%	(388)	32%	(240)	755
Employ: Government	31%	(48)	48%	(74)	21%	(33)	154
Employ: Self-Employed	16%	(26)	53%	(89)	31%	(53)	167
Employ: Homemaker	1%	(1)	45%	(65)	54%	(79)	146
Employ: Student	21%	(16)	44%	(34)	35%	(27)	77
Employ: Retired	4%	(20)	52%	(273)	44%	(229)	521
Employ: Unemployed	5%	(11)	56%	(136)	39%	(94)	241
Employ: Other	7%	(9)	54%	(76)	39%	(54)	139
Military HH: Yes	16%	(41)	47%	(122)	37%	(96)	259
Military HH: No	11%	(217)	52%	(1012)	37%	(714)	1942
2022 House Vote: Democrat	15%	(146)	50%	(476)	34%	(327)	949
2022 House Vote: Republican	10%	(62)	50%	(299)	39%	(234)	596
2022 House Vote: Someone else	7%	(4)	63%	(37)	30%	(18)	60
2022 House Vote: Didn't Vote	8%	(46)	54%	(321)	38%	(230)	597
2020 Vote: Joe Biden	15%	(147)	50%	(481)	35%	(335)	963
2020 Vote: Donald Trump	9%	(58)	53%	(352)	38%	(253)	663
2020 Vote: Other	13%	(8)	51%	(32)	37%	(23)	64
2020 Vote: Didn't Vote	9%	(45)	52%	(267)	39%	(198)	511

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Table MCEN4: Generally speaking, would you say you see films in movie theaters more, less, or about the same now compared to before the COVID-19 pandemic?

Demographic	More	About the same	Less	Total N
Adults	12% (258)	51% (1133)	37% (809)	2201
2018 House Vote: Democrat	15% (121)	50% (400)	34% (273)	795
2018 House Vote: Republican	9% (49)	52% (287)	39% (214)	551
2018 House Vote: Someone else	7% (4)	55% (31)	38% (22)	57
2018 House Vote: Didnt Vote	10% (84)	52% (415)	38% (300)	799
4-Region: Northeast	16% (60)	49% (190)	35% (136)	386
4-Region: Midwest	10% (44)	54% (244)	37% (168)	455
4-Region: South	8% (64)	54% (456)	38% (320)	839
4-Region: West	18% (91)	47% (244)	36% (186)	521
Film Fan	13% (245)	51% (984)	36% (699)	1928
Avid Film Fan	20% (150)	44% (339)	36% (274)	763
Went to Theaters 1+ Times in Past Month	25% (223)	50% (449)	25% (230)	901
Went to Theaters 3+ Times in Past Month	40% (143)	42% (150)	18% (63)	356
Went to Theaters Once/Month or more in Past Year	38% (161)	43% (185)	19% (79)	425
Went to Theaters Once Every 2 Months or less in Past Year	6% (95)	53% (887)	41% (681)	1663

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

Table MCEN5_1: How interested would you be to see the following types of movies in a movie theater?

Comedies

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	39%	(851)	36%	(787)	12%	(257)	14%	(306)	2201
Gender: Male	40%	(430)	34%	(363)	12%	(133)	13%	(144)	1071
Gender: Female	37%	(420)	38%	(423)	11%	(123)	14%	(161)	1127
Age: 18-34	46%	(292)	32%	(205)	13%	(84)	8%	(50)	631
Age: 35-44	49%	(181)	35%	(130)	9%	(35)	7%	(26)	372
Age: 45-64	36%	(255)	39%	(276)	10%	(73)	15%	(108)	711
Age: 65+	25%	(124)	36%	(176)	13%	(66)	25%	(122)	487
GenZers: 1997-2012	39%	(102)	36%	(95)	15%	(38)	10%	(26)	262
Millennials: 1981-1996	51%	(341)	31%	(212)	11%	(76)	7%	(46)	675
GenXers: 1965-1980	41%	(227)	35%	(195)	9%	(52)	15%	(87)	561
Baby Boomers: 1946-1964	26%	(168)	41%	(264)	13%	(80)	20%	(128)	640
PID: Dem (no lean)	45%	(427)	33%	(314)	10%	(97)	12%	(112)	949
PID: Ind (no lean)	35%	(224)	39%	(248)	14%	(86)	12%	(80)	638
PID: Rep (no lean)	33%	(201)	37%	(226)	12%	(74)	19%	(114)	614
PID/Gender: Dem Men	48%	(246)	31%	(155)	11%	(55)	10%	(52)	508
PID/Gender: Dem Women	41%	(181)	36%	(157)	10%	(42)	14%	(60)	440
PID/Gender: Ind Men	30%	(80)	42%	(111)	14%	(37)	14%	(39)	266
PID/Gender: Ind Women	39%	(142)	37%	(137)	13%	(49)	11%	(41)	368
PID/Gender: Rep Men	35%	(104)	33%	(97)	14%	(42)	18%	(54)	296
PID/Gender: Rep Women	30%	(97)	41%	(129)	10%	(32)	19%	(60)	318
Ideo: Liberal (1-3)	39%	(274)	37%	(258)	12%	(81)	12%	(85)	697
Ideo: Moderate (4)	42%	(280)	35%	(232)	9%	(60)	14%	(90)	662
Ideo: Conservative (5-7)	33%	(218)	37%	(248)	14%	(92)	16%	(106)	663
Educ: < College	40%	(577)	35%	(501)	10%	(148)	15%	(212)	1438
Educ: Bachelors degree	32%	(157)	39%	(190)	17%	(83)	11%	(55)	484
Educ: Post-grad	42%	(117)	35%	(96)	9%	(26)	14%	(39)	278
Income: Under 50k	37%	(437)	36%	(422)	12%	(141)	16%	(189)	1189
Income: 50k-100k	39%	(256)	36%	(237)	12%	(78)	13%	(82)	654
Income: 100k+	44%	(158)	36%	(128)	11%	(38)	10%	(35)	358
Ethnicity: White	37%	(635)	37%	(621)	11%	(191)	15%	(251)	1698
Ethnicity: Hispanic	48%	(180)	32%	(120)	10%	(39)	11%	(40)	379

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Table MCEN5_1: How interested would you be to see the following types of movies in a movie theater?
Comedies

Demographic	Very interested	Somewhat interested	Not that interested	Not interested at all	Total N
Adults	39% (851)	36% (787)	12% (257)	14% (306)	2201
Ethnicity: Black	49% (138)	28% (79)	11% (31)	12% (35)	283
Ethnicity: Other	35% (78)	39% (87)	16% (36)	9% (20)	220
All Christian	38% (368)	38% (375)	10% (103)	13% (132)	977
All Non-Christian	53% (124)	30% (71)	6% (13)	11% (27)	235
Atheist	22% (20)	39% (35)	24% (22)	15% (14)	91
Agnostic/Nothing in particular	36% (193)	33% (179)	15% (81)	17% (91)	544
Something Else	41% (145)	36% (128)	11% (39)	12% (43)	354
Religious Non-Protestant/Catholic	51% (130)	31% (79)	6% (16)	12% (29)	254
Evangelical	39% (216)	37% (203)	9% (49)	15% (81)	550
Non-Evangelical	38% (288)	38% (284)	12% (87)	12% (89)	747
Community: Urban	48% (339)	32% (227)	8% (59)	11% (77)	702
Community: Suburban	35% (335)	37% (351)	15% (141)	14% (131)	958
Community: Rural	33% (177)	39% (209)	11% (57)	18% (97)	541
Employ: Private Sector	42% (317)	36% (269)	13% (99)	9% (70)	755
Employ: Government	55% (85)	31% (48)	8% (12)	7% (10)	154
Employ: Self-Employed	36% (61)	37% (62)	10% (17)	17% (28)	167
Employ: Homemaker	50% (73)	31% (45)	6% (9)	13% (18)	146
Employ: Student	53% (41)	38% (29)	3% (2)	6% (5)	77
Employ: Retired	24% (126)	41% (213)	12% (64)	23% (118)	521
Employ: Unemployed	41% (100)	29% (70)	17% (41)	13% (31)	241
Employ: Other	35% (48)	38% (53)	9% (13)	18% (25)	139
Military HH: Yes	41% (105)	32% (82)	13% (33)	15% (39)	259
Military HH: No	38% (746)	36% (706)	12% (225)	14% (266)	1942
2022 House Vote: Democrat	44% (414)	34% (318)	10% (91)	13% (125)	949
2022 House Vote: Republican	32% (190)	36% (214)	14% (85)	18% (106)	596
2022 House Vote: Someone else	56% (33)	28% (17)	8% (5)	8% (5)	60
2022 House Vote: Didnt Vote	36% (213)	40% (238)	13% (77)	12% (70)	597

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Table MCEN5_1: How interested would you be to see the following types of movies in a movie theater?

Comedies

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	39%	(851)	36%	(787)	12%	(257)	14%	(306)	2201
2020 Vote: Joe Biden	44%	(421)	34%	(328)	10%	(95)	12%	(119)	963
2020 Vote: Donald Trump	34%	(223)	37%	(243)	13%	(84)	17%	(113)	663
2020 Vote: Other	43%	(27)	34%	(22)	15%	(9)	8%	(5)	64
2020 Vote: Didn't Vote	35%	(179)	38%	(195)	14%	(69)	13%	(68)	511
2018 House Vote: Democrat	43%	(343)	35%	(278)	10%	(76)	12%	(97)	795
2018 House Vote: Republican	32%	(179)	37%	(203)	12%	(67)	18%	(102)	551
2018 House Vote: Someone else	59%	(34)	23%	(13)	12%	(7)	6%	(3)	57
2018 House Vote: Didnt Vote	37%	(295)	37%	(293)	13%	(107)	13%	(104)	799
4-Region: Northeast	43%	(167)	35%	(135)	10%	(38)	12%	(46)	386
4-Region: Midwest	34%	(156)	36%	(164)	12%	(54)	18%	(81)	455
4-Region: South	39%	(331)	35%	(294)	13%	(107)	13%	(108)	839
4-Region: West	38%	(197)	37%	(195)	11%	(59)	14%	(70)	521
Film Fan	41%	(790)	36%	(693)	12%	(227)	11%	(219)	1928
Avid Film Fan	51%	(386)	31%	(240)	10%	(73)	8%	(63)	763
Went to Theaters 1+ Times in Past Month	52%	(467)	33%	(295)	10%	(91)	5%	(49)	901
Went to Theaters 3+ Times in Past Month	58%	(207)	32%	(114)	7%	(23)	3%	(12)	356
Went to Theaters Once/Month or more in Past Year	56%	(237)	32%	(138)	6%	(25)	6%	(25)	425
Went to Theaters Once Every 2 Months or less in Past Year	35%	(588)	36%	(604)	13%	(214)	15%	(256)	1663

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

Table MCEN5_2: How interested would you be to see the following types of movies in a movie theater?
Documentaries

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(450)	32%	(705)	21%	(464)	26%	(581)	2201
Gender: Male	25%	(271)	32%	(343)	20%	(215)	23%	(242)	1071
Gender: Female	16%	(179)	32%	(362)	22%	(249)	30%	(337)	1127
Age: 18-34	22%	(142)	31%	(194)	24%	(153)	23%	(143)	631
Age: 35-44	26%	(98)	31%	(114)	18%	(67)	25%	(94)	372
Age: 45-64	20%	(145)	33%	(233)	20%	(144)	27%	(189)	711
Age: 65+	14%	(66)	34%	(165)	21%	(101)	32%	(155)	487
GenZers: 1997-2012	19%	(51)	29%	(75)	26%	(67)	26%	(69)	262
Millennials: 1981-1996	26%	(176)	32%	(213)	20%	(133)	23%	(153)	675
GenXers: 1965-1980	22%	(124)	31%	(172)	20%	(114)	27%	(151)	561
Baby Boomers: 1946-1964	14%	(92)	34%	(219)	22%	(141)	29%	(188)	640
PID: Dem (no lean)	26%	(247)	32%	(301)	20%	(186)	23%	(215)	949
PID: Ind (no lean)	16%	(102)	32%	(206)	24%	(153)	28%	(177)	638
PID: Rep (no lean)	16%	(101)	32%	(198)	21%	(126)	31%	(189)	614
PID/Gender: Dem Men	33%	(165)	30%	(151)	17%	(84)	21%	(107)	508
PID/Gender: Dem Women	19%	(82)	34%	(150)	23%	(101)	24%	(107)	440
PID/Gender: Ind Men	18%	(47)	34%	(91)	26%	(70)	22%	(58)	266
PID/Gender: Ind Women	15%	(55)	31%	(114)	22%	(82)	32%	(117)	368
PID/Gender: Rep Men	20%	(58)	34%	(101)	21%	(61)	26%	(76)	296
PID/Gender: Rep Women	13%	(43)	31%	(97)	20%	(65)	36%	(113)	318
Ideo: Liberal (1-3)	23%	(163)	32%	(221)	23%	(158)	22%	(156)	697
Ideo: Moderate (4)	19%	(124)	36%	(240)	19%	(126)	26%	(172)	662
Ideo: Conservative (5-7)	20%	(132)	32%	(211)	22%	(145)	27%	(176)	663
Educ: < College	18%	(263)	31%	(441)	21%	(307)	30%	(427)	1438
Educ: Bachelors degree	20%	(95)	35%	(169)	25%	(119)	21%	(101)	484
Educ: Post-grad	33%	(92)	34%	(94)	14%	(38)	19%	(54)	278
Income: Under 50k	18%	(212)	32%	(378)	20%	(242)	30%	(358)	1189
Income: 50k-100k	22%	(144)	32%	(211)	23%	(150)	23%	(150)	654
Income: 100k+	27%	(95)	33%	(117)	20%	(73)	21%	(73)	358
Ethnicity: White	19%	(319)	32%	(550)	21%	(361)	28%	(468)	1698
Ethnicity: Hispanic	20%	(77)	31%	(119)	24%	(91)	24%	(92)	379

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Table MCEN5_2: How interested would you be to see the following types of movies in a movie theater?

Documentaries

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(450)	32%	(705)	21%	(464)	26%	(581)	2201
Ethnicity: Black	27%	(77)	30%	(85)	19%	(54)	24%	(67)	283
Ethnicity: Other	24%	(54)	32%	(70)	23%	(50)	21%	(46)	220
All Christian	17%	(170)	36%	(350)	22%	(212)	25%	(246)	977
All Non-Christian	47%	(110)	28%	(65)	12%	(29)	13%	(31)	235
Atheist	16%	(15)	20%	(19)	24%	(22)	39%	(36)	91
Agnostic/Nothing in particular	17%	(94)	31%	(170)	22%	(119)	29%	(160)	544
Something Else	17%	(62)	28%	(101)	23%	(83)	31%	(109)	354
Religious Non-Protestant/Catholic	44%	(112)	29%	(75)	14%	(35)	13%	(33)	254
Evangelical	18%	(99)	35%	(194)	21%	(117)	26%	(140)	550
Non-Evangelical	17%	(127)	32%	(241)	23%	(168)	28%	(211)	747
Community: Urban	29%	(203)	33%	(234)	13%	(92)	25%	(173)	702
Community: Suburban	17%	(166)	33%	(315)	26%	(245)	24%	(232)	958
Community: Rural	15%	(81)	29%	(156)	24%	(127)	33%	(176)	541
Employ: Private Sector	26%	(195)	30%	(224)	22%	(164)	23%	(171)	755
Employ: Government	32%	(49)	30%	(46)	22%	(34)	17%	(26)	154
Employ: Self-Employed	22%	(37)	31%	(51)	22%	(36)	25%	(43)	167
Employ: Homemaker	14%	(21)	37%	(54)	17%	(25)	31%	(46)	146
Employ: Student	25%	(19)	35%	(27)	14%	(11)	26%	(20)	77
Employ: Retired	13%	(68)	35%	(181)	22%	(112)	31%	(160)	521
Employ: Unemployed	16%	(38)	28%	(68)	23%	(55)	33%	(81)	241
Employ: Other	16%	(22)	39%	(55)	19%	(27)	25%	(35)	139
Military HH: Yes	23%	(60)	32%	(82)	23%	(61)	22%	(56)	259
Military HH: No	20%	(390)	32%	(623)	21%	(404)	27%	(525)	1942
2022 House Vote: Democrat	24%	(231)	33%	(315)	20%	(189)	23%	(214)	949
2022 House Vote: Republican	16%	(95)	34%	(202)	21%	(122)	30%	(177)	596
2022 House Vote: Someone else	18%	(11)	16%	(10)	41%	(24)	25%	(15)	60
2022 House Vote: Didnt Vote	19%	(114)	30%	(178)	22%	(129)	29%	(176)	597

Continued on next page

Table MCEN5_2: How interested would you be to see the following types of movies in a movie theater?
Documentaries

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(450)	32%	(705)	21%	(464)	26%	(581)	2201
2020 Vote: Joe Biden	25%	(236)	34%	(327)	20%	(195)	21%	(205)	963
2020 Vote: Donald Trump	15%	(100)	33%	(216)	22%	(145)	31%	(203)	663
2020 Vote: Other	20%	(13)	22%	(14)	34%	(22)	23%	(15)	64
2020 Vote: Didn't Vote	20%	(101)	29%	(148)	20%	(102)	31%	(159)	511
2018 House Vote: Democrat	26%	(206)	34%	(269)	20%	(162)	20%	(158)	795
2018 House Vote: Republican	17%	(92)	32%	(175)	20%	(112)	31%	(171)	551
2018 House Vote: Someone else	17%	(10)	11%	(6)	52%	(29)	20%	(11)	57
2018 House Vote: Didnt Vote	18%	(142)	32%	(255)	20%	(161)	30%	(241)	799
4-Region: Northeast	25%	(96)	36%	(139)	18%	(70)	21%	(81)	386
4-Region: Midwest	18%	(82)	31%	(139)	19%	(86)	32%	(147)	455
4-Region: South	19%	(156)	31%	(257)	24%	(200)	27%	(227)	839
4-Region: West	22%	(116)	33%	(171)	21%	(108)	24%	(126)	521
Film Fan	22%	(422)	34%	(649)	22%	(418)	23%	(439)	1928
Avid Film Fan	30%	(232)	31%	(240)	18%	(137)	20%	(154)	763
Went to Theaters 1+ Times in Past Month	30%	(271)	36%	(321)	19%	(175)	15%	(135)	901
Went to Theaters 3+ Times in Past Month	46%	(165)	30%	(107)	15%	(53)	9%	(31)	356
Went to Theaters Once/Month or more in Past Year	39%	(166)	31%	(133)	16%	(70)	13%	(56)	425
Went to Theaters Once Every 2 Months or less in Past Year	16%	(264)	32%	(540)	23%	(377)	29%	(481)	1663

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

Table MCEN5_3: How interested would you be to see the following types of movies in a movie theater?

Thrillers

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	34%	(757)	35%	(772)	12%	(270)	18%	(401)	2201
Gender: Male	38%	(412)	37%	(399)	12%	(123)	13%	(137)	1071
Gender: Female	31%	(345)	33%	(371)	13%	(147)	23%	(264)	1127
Age: 18-34	47%	(294)	34%	(215)	10%	(60)	10%	(62)	631
Age: 35-44	36%	(133)	39%	(147)	12%	(44)	13%	(48)	372
Age: 45-64	33%	(238)	36%	(254)	13%	(90)	18%	(129)	711
Age: 65+	19%	(92)	32%	(157)	16%	(76)	33%	(162)	487
GenZers: 1997-2012	45%	(118)	32%	(83)	12%	(32)	11%	(29)	262
Millennials: 1981-1996	43%	(288)	37%	(252)	9%	(59)	11%	(75)	675
GenXers: 1965-1980	38%	(212)	32%	(182)	13%	(72)	17%	(95)	561
Baby Boomers: 1946-1964	20%	(126)	37%	(235)	15%	(97)	28%	(181)	640
PID: Dem (no lean)	37%	(349)	38%	(362)	12%	(110)	13%	(128)	949
PID: Ind (no lean)	33%	(212)	35%	(225)	12%	(73)	20%	(127)	638
PID: Rep (no lean)	32%	(196)	30%	(185)	14%	(87)	24%	(146)	614
PID/Gender: Dem Men	41%	(207)	43%	(219)	8%	(40)	8%	(42)	508
PID/Gender: Dem Women	32%	(142)	32%	(143)	16%	(69)	20%	(86)	440
PID/Gender: Ind Men	35%	(92)	36%	(95)	14%	(38)	15%	(41)	266
PID/Gender: Ind Women	32%	(119)	35%	(127)	10%	(36)	23%	(86)	368
PID/Gender: Rep Men	38%	(113)	28%	(84)	15%	(45)	18%	(54)	296
PID/Gender: Rep Women	26%	(83)	32%	(101)	13%	(42)	29%	(92)	318
Ideo: Liberal (1-3)	33%	(230)	39%	(269)	14%	(97)	15%	(102)	697
Ideo: Moderate (4)	39%	(255)	33%	(216)	11%	(72)	18%	(119)	662
Ideo: Conservative (5-7)	33%	(216)	33%	(217)	14%	(90)	21%	(140)	663
Educ: < College	36%	(518)	34%	(488)	12%	(166)	19%	(266)	1438
Educ: Bachelors degree	30%	(146)	38%	(183)	14%	(70)	18%	(85)	484
Educ: Post-grad	34%	(93)	36%	(101)	12%	(34)	18%	(50)	278
Income: Under 50k	33%	(398)	35%	(411)	11%	(135)	21%	(246)	1189
Income: 50k-100k	34%	(225)	35%	(230)	14%	(94)	16%	(104)	654
Income: 100k+	38%	(135)	37%	(131)	11%	(41)	14%	(51)	358
Ethnicity: White	33%	(554)	35%	(593)	12%	(212)	20%	(339)	1698
Ethnicity: Hispanic	45%	(171)	37%	(141)	7%	(25)	11%	(43)	379

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Table MCEN5_3: How interested would you be to see the following types of movies in a movie theater?
Thrillers

Demographic	Very interested	Somewhat interested	Not that interested	Not interested at all	Total N
Adults	34% (757)	35% (772)	12% (270)	18% (401)	2201
Ethnicity: Black	44% (125)	35% (98)	10% (27)	12% (33)	283
Ethnicity: Other	36% (78)	37% (81)	14% (31)	13% (29)	220
All Christian	32% (318)	35% (340)	13% (131)	19% (188)	977
All Non-Christian	47% (110)	32% (76)	9% (20)	12% (29)	235
Atheist	25% (22)	35% (32)	22% (20)	18% (16)	91
Agnostic/Nothing in particular	32% (176)	37% (202)	12% (64)	19% (101)	544
Something Else	37% (131)	35% (122)	10% (35)	19% (66)	354
Religious Non-Protestant/Catholic	44% (112)	34% (86)	8% (21)	14% (35)	254
Evangelical	33% (182)	30% (166)	14% (78)	22% (123)	550
Non-Evangelical	34% (255)	38% (282)	12% (86)	17% (124)	747
Community: Urban	40% (283)	36% (255)	8% (59)	15% (106)	702
Community: Suburban	32% (304)	34% (326)	16% (152)	18% (177)	958
Community: Rural	31% (170)	36% (192)	11% (60)	22% (119)	541
Employ: Private Sector	43% (327)	34% (253)	13% (100)	10% (74)	755
Employ: Government	40% (62)	41% (63)	6% (9)	13% (20)	154
Employ: Self-Employed	34% (56)	38% (63)	13% (22)	16% (26)	167
Employ: Homemaker	34% (49)	34% (49)	11% (16)	22% (31)	146
Employ: Student	49% (37)	35% (27)	9% (7)	7% (5)	77
Employ: Retired	21% (109)	34% (176)	15% (77)	31% (160)	521
Employ: Unemployed	36% (87)	36% (86)	7% (16)	21% (52)	241
Employ: Other	21% (30)	39% (55)	17% (23)	23% (31)	139
Military HH: Yes	35% (90)	34% (87)	14% (35)	18% (46)	259
Military HH: No	34% (667)	35% (685)	12% (235)	18% (356)	1942
2022 House Vote: Democrat	37% (348)	38% (356)	11% (108)	14% (136)	949
2022 House Vote: Republican	33% (194)	32% (188)	12% (71)	24% (142)	596
2022 House Vote: Someone else	26% (15)	43% (26)	12% (7)	19% (11)	60
2022 House Vote: Didnt Vote	34% (200)	34% (202)	14% (84)	19% (111)	597

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Table MCEN5_3: How interested would you be to see the following types of movies in a movie theater?

Thrillers

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	34%	(757)	35%	(772)	12%	(270)	18%	(401)	2201
2020 Vote: Joe Biden	35%	(339)	39%	(375)	12%	(113)	14%	(137)	963
2020 Vote: Donald Trump	32%	(215)	30%	(202)	14%	(90)	23%	(156)	663
2020 Vote: Other	32%	(21)	34%	(22)	9%	(6)	24%	(16)	64
2020 Vote: Didn't Vote	36%	(183)	34%	(173)	12%	(62)	18%	(93)	511
2018 House Vote: Democrat	37%	(295)	36%	(290)	12%	(92)	15%	(118)	795
2018 House Vote: Republican	32%	(176)	32%	(174)	12%	(65)	25%	(136)	551
2018 House Vote: Someone else	26%	(15)	43%	(24)	14%	(8)	17%	(10)	57
2018 House Vote: Didnt Vote	34%	(272)	36%	(284)	13%	(104)	17%	(138)	799
4-Region: Northeast	37%	(142)	35%	(136)	10%	(39)	18%	(69)	386
4-Region: Midwest	31%	(143)	33%	(151)	13%	(60)	22%	(102)	455
4-Region: South	35%	(297)	34%	(285)	13%	(108)	18%	(150)	839
4-Region: West	34%	(176)	39%	(201)	12%	(63)	15%	(81)	521
Film Fan	37%	(708)	36%	(693)	12%	(241)	15%	(286)	1928
Avid Film Fan	51%	(387)	32%	(240)	8%	(60)	10%	(76)	763
Went to Theaters 1+ Times in Past Month	45%	(408)	37%	(330)	9%	(84)	9%	(79)	901
Went to Theaters 3+ Times in Past Month	54%	(192)	32%	(115)	7%	(26)	7%	(23)	356
Went to Theaters Once/Month or more in Past Year	51%	(214)	35%	(149)	6%	(26)	8%	(35)	425
Went to Theaters Once Every 2 Months or less in Past Year	31%	(511)	35%	(576)	14%	(233)	21%	(343)	1663

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

Table MCEN5_4: How interested would you be to see the following types of movies in a movie theater?

Action

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	39%	(859)	37%	(808)	10%	(229)	14%	(306)	2201
Gender: Male	48%	(509)	34%	(363)	8%	(82)	11%	(116)	1071
Gender: Female	31%	(349)	39%	(442)	13%	(147)	17%	(188)	1127
Age: 18-34	45%	(283)	37%	(235)	10%	(61)	8%	(52)	631
Age: 35-44	47%	(174)	34%	(128)	8%	(30)	11%	(39)	372
Age: 45-64	39%	(274)	38%	(268)	10%	(73)	14%	(96)	711
Age: 65+	26%	(128)	36%	(177)	13%	(65)	24%	(118)	487
GenZers: 1997-2012	45%	(117)	37%	(97)	11%	(29)	7%	(19)	262
Millennials: 1981-1996	47%	(320)	35%	(233)	8%	(54)	10%	(67)	675
GenXers: 1965-1980	40%	(226)	38%	(211)	9%	(53)	13%	(72)	561
Baby Boomers: 1946-1964	28%	(181)	38%	(242)	14%	(88)	20%	(130)	640
PID: Dem (no lean)	43%	(410)	36%	(341)	10%	(93)	11%	(105)	949
PID: Ind (no lean)	37%	(239)	36%	(227)	12%	(78)	15%	(94)	638
PID: Rep (no lean)	34%	(210)	39%	(240)	9%	(58)	17%	(106)	614
PID/Gender: Dem Men	53%	(271)	33%	(168)	6%	(30)	8%	(39)	508
PID/Gender: Dem Women	32%	(139)	39%	(172)	14%	(63)	15%	(66)	440
PID/Gender: Ind Men	39%	(103)	34%	(91)	13%	(35)	14%	(38)	266
PID/Gender: Ind Women	37%	(135)	37%	(135)	12%	(43)	15%	(56)	368
PID/Gender: Rep Men	46%	(136)	35%	(104)	6%	(17)	13%	(40)	296
PID/Gender: Rep Women	24%	(75)	42%	(135)	13%	(41)	21%	(67)	318
Ideo: Liberal (1-3)	40%	(277)	37%	(255)	12%	(83)	12%	(82)	697
Ideo: Moderate (4)	40%	(265)	38%	(252)	10%	(64)	12%	(81)	662
Ideo: Conservative (5-7)	37%	(245)	38%	(251)	10%	(64)	16%	(104)	663
Educ: < College	39%	(564)	35%	(500)	11%	(161)	15%	(213)	1438
Educ: Bachelors degree	37%	(178)	42%	(205)	9%	(44)	12%	(57)	484
Educ: Post-grad	42%	(117)	37%	(102)	9%	(24)	13%	(35)	278
Income: Under 50k	38%	(451)	33%	(393)	12%	(149)	17%	(197)	1189
Income: 50k-100k	37%	(243)	44%	(285)	8%	(55)	11%	(71)	654
Income: 100k+	46%	(165)	36%	(129)	7%	(26)	11%	(38)	358
Ethnicity: White	36%	(609)	39%	(664)	10%	(173)	15%	(253)	1698
Ethnicity: Hispanic	41%	(156)	41%	(156)	10%	(38)	8%	(29)	379

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Table MCEN5_4: How interested would you be to see the following types of movies in a movie theater?

Action

Demographic	Very interested	Somewhat interested	Not that interested	Not interested at all	Total N
Adults	39% (859)	37% (808)	10% (229)	14% (306)	2201
Ethnicity: Black	54% (153)	26% (74)	9% (26)	10% (30)	283
Ethnicity: Other	44% (97)	32% (70)	14% (30)	10% (23)	220
All Christian	37% (362)	39% (382)	11% (111)	13% (123)	977
All Non-Christian	50% (117)	27% (64)	13% (30)	10% (24)	235
Atheist	31% (28)	48% (43)	4% (4)	17% (15)	91
Agnostic/Nothing in particular	37% (203)	35% (192)	10% (54)	17% (95)	544
Something Else	42% (149)	36% (126)	9% (31)	14% (48)	354
Religious Non-Protestant/Catholic	48% (122)	29% (73)	13% (33)	10% (26)	254
Evangelical	42% (231)	34% (188)	11% (59)	13% (72)	550
Non-Evangelical	36% (269)	41% (305)	10% (78)	13% (96)	747
Community: Urban	47% (333)	29% (207)	10% (69)	13% (93)	702
Community: Suburban	33% (321)	42% (400)	12% (112)	13% (126)	958
Community: Rural	38% (206)	37% (201)	9% (48)	16% (87)	541
Employ: Private Sector	43% (324)	39% (292)	10% (79)	8% (60)	755
Employ: Government	51% (78)	35% (54)	6% (9)	8% (12)	154
Employ: Self-Employed	49% (82)	25% (41)	13% (21)	14% (23)	167
Employ: Homemaker	40% (58)	34% (50)	5% (8)	21% (31)	146
Employ: Student	59% (45)	31% (24)	5% (4)	6% (4)	77
Employ: Retired	25% (133)	39% (205)	13% (69)	22% (114)	521
Employ: Unemployed	41% (100)	37% (91)	8% (18)	14% (33)	241
Employ: Other	28% (39)	37% (51)	15% (21)	21% (29)	139
Military HH: Yes	42% (110)	34% (87)	12% (32)	12% (30)	259
Military HH: No	39% (749)	37% (721)	10% (197)	14% (275)	1942
2022 House Vote: Democrat	43% (410)	35% (330)	10% (98)	12% (111)	949
2022 House Vote: Republican	35% (209)	39% (231)	9% (53)	17% (102)	596
2022 House Vote: Someone else	32% (19)	40% (24)	12% (7)	17% (10)	60
2022 House Vote: Didnt Vote	37% (221)	37% (223)	12% (71)	14% (82)	597

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Table MCEN5_4: How interested would you be to see the following types of movies in a movie theater?

Action

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	39%	(859)	37%	(808)	10%	(229)	14%	(306)	2201
2020 Vote: Joe Biden	43%	(419)	35%	(341)	10%	(99)	11%	(104)	963
2020 Vote: Donald Trump	33%	(216)	41%	(273)	10%	(65)	17%	(110)	663
2020 Vote: Other	36%	(23)	35%	(22)	14%	(9)	15%	(10)	64
2020 Vote: Didn't Vote	39%	(201)	34%	(172)	11%	(56)	16%	(82)	511
2018 House Vote: Democrat	44%	(346)	35%	(279)	11%	(86)	10%	(82)	795
2018 House Vote: Republican	33%	(184)	41%	(223)	8%	(45)	18%	(98)	551
2018 House Vote: Someone else	36%	(20)	40%	(23)	16%	(9)	8%	(4)	57
2018 House Vote: Didnt Vote	39%	(308)	35%	(282)	11%	(89)	15%	(121)	799
4-Region: Northeast	44%	(168)	34%	(130)	8%	(30)	15%	(58)	386
4-Region: Midwest	33%	(150)	38%	(173)	11%	(51)	18%	(81)	455
4-Region: South	38%	(318)	37%	(314)	11%	(94)	13%	(113)	839
4-Region: West	43%	(223)	37%	(190)	10%	(54)	10%	(53)	521
Film Fan	41%	(791)	38%	(736)	10%	(191)	11%	(210)	1928
Avid Film Fan	56%	(429)	29%	(221)	6%	(45)	9%	(67)	763
Went to Theaters 1+ Times in Past Month	53%	(474)	34%	(307)	8%	(71)	6%	(50)	901
Went to Theaters 3+ Times in Past Month	58%	(208)	29%	(102)	7%	(25)	6%	(22)	356
Went to Theaters Once/Month or more in Past Year	59%	(252)	31%	(130)	5%	(22)	5%	(20)	425
Went to Theaters Once Every 2 Months or less in Past Year	35%	(574)	38%	(638)	11%	(188)	16%	(262)	1663

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

Table MCEN5_5: How interested would you be to see the following types of movies in a movie theater?

Sports

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	19%	(413)	22%	(487)	20%	(441)	39%	(860)	2201
Gender: Male	32%	(343)	25%	(271)	17%	(179)	26%	(278)	1071
Gender: Female	6%	(70)	19%	(216)	23%	(262)	51%	(579)	1127
Age: 18-34	23%	(143)	24%	(148)	20%	(126)	34%	(214)	631
Age: 35-44	28%	(103)	28%	(103)	16%	(60)	28%	(105)	372
Age: 45-64	17%	(124)	19%	(132)	23%	(164)	41%	(291)	711
Age: 65+	9%	(42)	21%	(103)	19%	(91)	51%	(251)	487
GenZers: 1997-2012	19%	(49)	23%	(59)	20%	(52)	39%	(102)	262
Millennials: 1981-1996	27%	(183)	26%	(173)	18%	(121)	29%	(198)	675
GenXers: 1965-1980	19%	(106)	18%	(103)	22%	(125)	40%	(227)	561
Baby Boomers: 1946-1964	11%	(69)	21%	(135)	22%	(138)	47%	(298)	640
PID: Dem (no lean)	24%	(226)	24%	(232)	20%	(188)	32%	(303)	949
PID: Ind (no lean)	14%	(87)	19%	(124)	22%	(142)	45%	(284)	638
PID: Rep (no lean)	16%	(100)	21%	(131)	18%	(111)	44%	(273)	614
PID/Gender: Dem Men	38%	(195)	26%	(134)	15%	(78)	20%	(101)	508
PID/Gender: Dem Women	7%	(31)	22%	(98)	25%	(110)	46%	(201)	440
PID/Gender: Ind Men	23%	(61)	24%	(63)	21%	(56)	33%	(87)	266
PID/Gender: Ind Women	7%	(26)	17%	(61)	23%	(87)	53%	(195)	368
PID/Gender: Rep Men	29%	(87)	25%	(75)	15%	(45)	30%	(90)	296
PID/Gender: Rep Women	4%	(13)	18%	(57)	21%	(66)	58%	(183)	318
Ideo: Liberal (1-3)	20%	(140)	24%	(165)	22%	(152)	34%	(239)	697
Ideo: Moderate (4)	19%	(123)	20%	(134)	22%	(149)	39%	(256)	662
Ideo: Conservative (5-7)	20%	(133)	24%	(162)	16%	(107)	39%	(261)	663
Educ: < College	16%	(236)	20%	(281)	20%	(291)	44%	(630)	1438
Educ: Bachelors degree	18%	(86)	26%	(128)	24%	(118)	31%	(152)	484
Educ: Post-grad	33%	(91)	28%	(77)	11%	(32)	28%	(78)	278
Income: Under 50k	15%	(181)	21%	(247)	21%	(253)	43%	(509)	1189
Income: 50k-100k	18%	(119)	24%	(155)	20%	(132)	38%	(248)	654
Income: 100k+	32%	(113)	24%	(85)	16%	(56)	29%	(103)	358
Ethnicity: White	19%	(321)	21%	(359)	19%	(323)	41%	(695)	1698
Ethnicity: Hispanic	23%	(87)	16%	(61)	21%	(79)	40%	(152)	379

Continued on next page

Table MCEN5_5: How interested would you be to see the following types of movies in a movie theater?
Sports

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	19%	(413)	22%	(487)	20%	(441)	39%	(860)	2201
Ethnicity: Black	24%	(67)	23%	(66)	19%	(55)	33%	(95)	283
Ethnicity: Other	11%	(25)	28%	(62)	29%	(63)	32%	(70)	220
All Christian	17%	(168)	24%	(233)	22%	(211)	37%	(365)	977
All Non-Christian	46%	(108)	29%	(68)	10%	(24)	15%	(35)	235
Atheist	10%	(9)	15%	(14)	19%	(18)	56%	(50)	91
Agnostic/Nothing in particular	13%	(69)	19%	(102)	22%	(119)	47%	(254)	544
Something Else	17%	(59)	20%	(71)	19%	(69)	44%	(156)	354
Religious Non-Protestant/Catholic	45%	(114)	28%	(71)	12%	(30)	15%	(39)	254
Evangelical	18%	(99)	26%	(140)	17%	(95)	39%	(215)	550
Non-Evangelical	15%	(115)	21%	(156)	24%	(178)	40%	(298)	747
Community: Urban	29%	(206)	23%	(165)	15%	(108)	32%	(223)	702
Community: Suburban	14%	(132)	21%	(202)	24%	(228)	41%	(396)	958
Community: Rural	14%	(75)	22%	(120)	19%	(105)	45%	(241)	541
Employ: Private Sector	28%	(208)	22%	(167)	23%	(175)	27%	(203)	755
Employ: Government	34%	(53)	35%	(54)	10%	(15)	21%	(33)	154
Employ: Self-Employed	23%	(38)	24%	(40)	19%	(31)	35%	(58)	167
Employ: Homemaker	3%	(5)	26%	(38)	19%	(27)	52%	(76)	146
Employ: Student	16%	(12)	23%	(18)	23%	(17)	38%	(29)	77
Employ: Retired	9%	(49)	21%	(107)	19%	(100)	51%	(265)	521
Employ: Unemployed	15%	(36)	15%	(36)	17%	(42)	53%	(129)	241
Employ: Other	9%	(12)	20%	(28)	23%	(33)	48%	(67)	139
Military HH: Yes	22%	(57)	21%	(55)	20%	(52)	37%	(95)	259
Military HH: No	18%	(356)	22%	(432)	20%	(389)	39%	(765)	1942
2022 House Vote: Democrat	23%	(215)	25%	(233)	20%	(186)	33%	(315)	949
2022 House Vote: Republican	17%	(104)	22%	(130)	18%	(109)	42%	(252)	596
2022 House Vote: Someone else	7%	(4)	33%	(20)	20%	(12)	40%	(24)	60
2022 House Vote: Didnt Vote	15%	(90)	17%	(103)	23%	(135)	45%	(269)	597

Continued on next page

Table MCEN5_5: How interested would you be to see the following types of movies in a movie theater?

Sports

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	19%	(413)	22%	(487)	20%	(441)	39%	(860)	2201
2020 Vote: Joe Biden	22%	(208)	24%	(234)	21%	(204)	33%	(318)	963
2020 Vote: Donald Trump	17%	(116)	21%	(142)	18%	(117)	44%	(289)	663
2020 Vote: Other	9%	(6)	26%	(16)	24%	(15)	42%	(27)	64
2020 Vote: Didn't Vote	16%	(84)	19%	(95)	20%	(105)	45%	(228)	511
2018 House Vote: Democrat	23%	(182)	23%	(184)	21%	(164)	33%	(264)	795
2018 House Vote: Republican	18%	(100)	21%	(114)	17%	(96)	44%	(240)	551
2018 House Vote: Someone else	10%	(6)	35%	(20)	26%	(15)	28%	(16)	57
2018 House Vote: Didnt Vote	16%	(125)	21%	(168)	21%	(167)	42%	(339)	799
4-Region: Northeast	25%	(97)	20%	(78)	18%	(71)	36%	(139)	386
4-Region: Midwest	15%	(70)	24%	(111)	19%	(87)	41%	(187)	455
4-Region: South	17%	(145)	21%	(173)	20%	(172)	42%	(350)	839
4-Region: West	19%	(101)	24%	(125)	21%	(111)	35%	(184)	521
Film Fan	20%	(394)	23%	(439)	21%	(399)	36%	(696)	1928
Avid Film Fan	28%	(210)	24%	(185)	18%	(136)	30%	(231)	763
Went to Theaters 1+ Times in Past Month	32%	(292)	26%	(236)	19%	(169)	23%	(204)	901
Went to Theaters 3+ Times in Past Month	48%	(170)	29%	(105)	10%	(34)	13%	(47)	356
Went to Theaters Once/Month or more in Past Year	43%	(182)	28%	(120)	13%	(56)	16%	(67)	425
Went to Theaters Once Every 2 Months or less in Past Year	13%	(217)	21%	(343)	22%	(363)	44%	(739)	1663

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

Table MCEN5_6: How interested would you be to see the following types of movies in a movie theater?
 Horror

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	30%	(669)	21%	(463)	15%	(323)	34%	(746)	2201
Gender: Male	34%	(363)	26%	(283)	16%	(167)	24%	(258)	1071
Gender: Female	27%	(306)	16%	(179)	14%	(156)	43%	(486)	1127
Age: 18-34	47%	(297)	23%	(145)	12%	(78)	18%	(111)	631
Age: 35-44	35%	(132)	27%	(99)	14%	(50)	24%	(91)	372
Age: 45-64	29%	(207)	21%	(152)	15%	(106)	35%	(246)	711
Age: 65+	7%	(34)	14%	(67)	18%	(89)	61%	(298)	487
GenZers: 1997-2012	45%	(118)	24%	(63)	16%	(41)	15%	(39)	262
Millennials: 1981-1996	43%	(292)	24%	(159)	11%	(74)	22%	(150)	675
GenXers: 1965-1980	35%	(198)	21%	(120)	13%	(74)	30%	(169)	561
Baby Boomers: 1946-1964	9%	(61)	17%	(109)	19%	(123)	54%	(347)	640
PID: Dem (no lean)	34%	(324)	24%	(231)	13%	(120)	29%	(274)	949
PID: Ind (no lean)	29%	(187)	20%	(130)	15%	(95)	35%	(225)	638
PID: Rep (no lean)	26%	(158)	17%	(102)	18%	(108)	40%	(246)	614
PID/Gender: Dem Men	40%	(205)	31%	(156)	10%	(53)	19%	(94)	508
PID/Gender: Dem Women	27%	(119)	17%	(75)	15%	(67)	41%	(179)	440
PID/Gender: Ind Men	29%	(78)	24%	(64)	21%	(57)	25%	(67)	266
PID/Gender: Ind Women	29%	(108)	17%	(64)	10%	(38)	43%	(158)	368
PID/Gender: Rep Men	27%	(80)	21%	(63)	19%	(57)	33%	(97)	296
PID/Gender: Rep Women	25%	(78)	12%	(39)	16%	(52)	47%	(149)	318
Ideo: Liberal (1-3)	32%	(225)	23%	(161)	15%	(104)	30%	(207)	697
Ideo: Moderate (4)	33%	(218)	21%	(138)	15%	(97)	32%	(209)	662
Ideo: Conservative (5-7)	25%	(167)	18%	(122)	16%	(105)	41%	(269)	663
Educ: < College	34%	(490)	21%	(302)	13%	(182)	32%	(464)	1438
Educ: Bachelors degree	21%	(100)	19%	(93)	21%	(103)	39%	(189)	484
Educ: Post-grad	28%	(79)	25%	(69)	14%	(39)	33%	(92)	278
Income: Under 50k	31%	(369)	21%	(249)	14%	(167)	34%	(404)	1189
Income: 50k-100k	30%	(195)	19%	(125)	15%	(101)	36%	(233)	654
Income: 100k+	30%	(106)	25%	(88)	15%	(55)	30%	(108)	358
Ethnicity: White	28%	(477)	21%	(355)	15%	(254)	36%	(613)	1698
Ethnicity: Hispanic	48%	(182)	20%	(77)	11%	(42)	21%	(79)	379

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Table MCEN5_6: How interested would you be to see the following types of movies in a movie theater?

Horror

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	30%	(669)	21%	(463)	15%	(323)	34%	(746)	2201
Ethnicity: Black	47%	(134)	18%	(50)	13%	(36)	22%	(63)	283
Ethnicity: Other	27%	(59)	26%	(57)	15%	(33)	32%	(70)	220
All Christian	25%	(244)	20%	(192)	16%	(161)	39%	(380)	977
All Non-Christian	46%	(107)	23%	(54)	10%	(23)	22%	(51)	235
Atheist	35%	(32)	22%	(20)	15%	(13)	28%	(25)	91
Agnostic/Nothing in particular	34%	(182)	24%	(132)	14%	(75)	28%	(155)	544
Something Else	29%	(103)	18%	(65)	15%	(52)	38%	(134)	354
Religious Non-Protestant/Catholic	44%	(112)	22%	(56)	10%	(25)	24%	(61)	254
Evangelical	26%	(143)	18%	(98)	16%	(90)	40%	(219)	550
Non-Evangelical	26%	(194)	21%	(154)	16%	(120)	37%	(280)	747
Community: Urban	38%	(270)	23%	(163)	13%	(90)	25%	(178)	702
Community: Suburban	24%	(228)	21%	(199)	17%	(164)	38%	(367)	958
Community: Rural	32%	(171)	19%	(100)	13%	(69)	37%	(200)	541
Employ: Private Sector	38%	(287)	24%	(178)	16%	(121)	22%	(168)	755
Employ: Government	38%	(59)	29%	(46)	9%	(14)	23%	(36)	154
Employ: Self-Employed	35%	(58)	17%	(29)	17%	(28)	31%	(52)	167
Employ: Homemaker	34%	(50)	19%	(28)	9%	(13)	38%	(55)	146
Employ: Student	52%	(40)	16%	(12)	12%	(9)	20%	(15)	77
Employ: Retired	9%	(45)	18%	(94)	17%	(86)	57%	(296)	521
Employ: Unemployed	36%	(87)	21%	(50)	10%	(23)	34%	(82)	241
Employ: Other	31%	(43)	19%	(26)	21%	(29)	29%	(41)	139
Military HH: Yes	27%	(70)	17%	(45)	15%	(39)	41%	(105)	259
Military HH: No	31%	(599)	22%	(418)	15%	(285)	33%	(640)	1942
2022 House Vote: Democrat	32%	(306)	25%	(233)	13%	(122)	30%	(288)	949
2022 House Vote: Republican	22%	(129)	18%	(108)	18%	(107)	42%	(252)	596
2022 House Vote: Someone else	31%	(18)	14%	(8)	9%	(5)	46%	(27)	60
2022 House Vote: Didnt Vote	36%	(216)	19%	(114)	15%	(89)	30%	(179)	597

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Table MCEN5_6: How interested would you be to see the following types of movies in a movie theater?
Horror

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	30%	(669)	21%	(463)	15%	(323)	34%	(746)	2201
2020 Vote: Joe Biden	31%	(299)	24%	(230)	14%	(132)	31%	(303)	963
2020 Vote: Donald Trump	25%	(165)	17%	(114)	16%	(104)	42%	(280)	663
2020 Vote: Other	29%	(18)	23%	(15)	17%	(11)	31%	(20)	64
2020 Vote: Didn't Vote	37%	(187)	20%	(104)	15%	(76)	28%	(143)	511
2018 House Vote: Democrat	32%	(255)	22%	(174)	14%	(114)	32%	(251)	795
2018 House Vote: Republican	22%	(122)	17%	(92)	16%	(86)	46%	(251)	551
2018 House Vote: Someone else	18%	(10)	24%	(14)	17%	(10)	40%	(23)	57
2018 House Vote: Didnt Vote	35%	(282)	23%	(183)	14%	(114)	28%	(221)	799
4-Region: Northeast	35%	(136)	19%	(73)	12%	(48)	33%	(129)	386
4-Region: Midwest	25%	(112)	18%	(80)	17%	(76)	41%	(187)	455
4-Region: South	32%	(270)	21%	(177)	15%	(123)	32%	(270)	839
4-Region: West	29%	(151)	26%	(133)	15%	(77)	31%	(160)	521
Film Fan	32%	(610)	22%	(416)	15%	(285)	32%	(617)	1928
Avid Film Fan	42%	(321)	21%	(164)	12%	(93)	24%	(184)	763
Went to Theaters 1+ Times in Past Month	42%	(374)	23%	(207)	13%	(117)	23%	(203)	901
Went to Theaters 3+ Times in Past Month	52%	(186)	27%	(96)	10%	(35)	11%	(39)	356
Went to Theaters Once/Month or more in Past Year	46%	(193)	28%	(120)	10%	(45)	16%	(67)	425
Went to Theaters Once Every 2 Months or less in Past Year	27%	(445)	19%	(309)	16%	(267)	39%	(641)	1663

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

Table MCEN5_7: How interested would you be to see the following types of movies in a movie theater?

Dramas

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	29%	(637)	41%	(910)	14%	(298)	16%	(355)	2201
Gender: Male	28%	(295)	38%	(411)	15%	(162)	19%	(202)	1071
Gender: Female	30%	(342)	44%	(499)	12%	(134)	13%	(152)	1127
Age: 18-34	32%	(202)	40%	(255)	14%	(91)	13%	(84)	631
Age: 35-44	34%	(126)	39%	(145)	14%	(51)	13%	(50)	372
Age: 45-64	26%	(188)	43%	(307)	14%	(102)	16%	(114)	711
Age: 65+	25%	(122)	42%	(203)	11%	(54)	22%	(107)	487
GenZers: 1997-2012	23%	(61)	42%	(110)	19%	(49)	16%	(41)	262
Millennials: 1981-1996	37%	(250)	38%	(257)	12%	(79)	13%	(89)	675
GenXers: 1965-1980	27%	(150)	43%	(240)	15%	(82)	16%	(89)	561
Baby Boomers: 1946-1964	25%	(159)	43%	(279)	13%	(84)	18%	(118)	640
PID: Dem (no lean)	35%	(332)	39%	(370)	12%	(111)	14%	(135)	949
PID: Ind (no lean)	25%	(162)	43%	(274)	15%	(99)	16%	(102)	638
PID: Rep (no lean)	23%	(143)	43%	(266)	14%	(88)	19%	(118)	614
PID/Gender: Dem Men	36%	(182)	35%	(178)	12%	(59)	17%	(88)	508
PID/Gender: Dem Women	34%	(149)	44%	(192)	12%	(52)	11%	(47)	440
PID/Gender: Ind Men	21%	(55)	39%	(105)	21%	(55)	19%	(51)	266
PID/Gender: Ind Women	29%	(106)	46%	(169)	11%	(42)	14%	(51)	368
PID/Gender: Rep Men	19%	(57)	43%	(128)	16%	(48)	21%	(63)	296
PID/Gender: Rep Women	27%	(86)	43%	(138)	12%	(40)	17%	(55)	318
Ideo: Liberal (1-3)	32%	(220)	40%	(282)	13%	(91)	15%	(104)	697
Ideo: Moderate (4)	27%	(180)	44%	(292)	14%	(95)	14%	(95)	662
Ideo: Conservative (5-7)	28%	(188)	41%	(274)	13%	(88)	17%	(112)	663
Educ: < College	27%	(391)	42%	(598)	14%	(194)	18%	(255)	1438
Educ: Bachelors degree	30%	(143)	41%	(200)	16%	(78)	13%	(62)	484
Educ: Post-grad	37%	(103)	40%	(112)	9%	(25)	14%	(38)	278
Income: Under 50k	26%	(313)	41%	(485)	14%	(165)	19%	(227)	1189
Income: 50k-100k	31%	(202)	43%	(278)	13%	(86)	13%	(88)	654
Income: 100k+	34%	(123)	41%	(147)	13%	(47)	11%	(41)	358
Ethnicity: White	28%	(476)	42%	(720)	13%	(213)	17%	(289)	1698
Ethnicity: Hispanic	31%	(116)	40%	(151)	12%	(45)	18%	(67)	379

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Table MCEN5_7: How interested would you be to see the following types of movies in a movie theater?
Dramas

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	29%	(637)	41%	(910)	14%	(298)	16%	(355)	2201
Ethnicity: Black	41%	(116)	32%	(92)	15%	(42)	12%	(33)	283
Ethnicity: Other	21%	(46)	45%	(98)	20%	(43)	15%	(32)	220
All Christian	29%	(279)	45%	(436)	12%	(114)	15%	(148)	977
All Non-Christian	46%	(107)	35%	(83)	8%	(20)	10%	(25)	235
Atheist	16%	(15)	30%	(28)	21%	(19)	32%	(29)	91
Agnostic/Nothing in particular	22%	(119)	43%	(233)	18%	(96)	18%	(96)	544
Something Else	33%	(118)	37%	(131)	14%	(49)	16%	(57)	354
Religious Non-Protestant/Catholic	44%	(111)	37%	(93)	9%	(23)	10%	(26)	254
Evangelical	32%	(178)	39%	(214)	12%	(67)	16%	(90)	550
Non-Evangelical	28%	(209)	45%	(336)	12%	(91)	15%	(111)	747
Community: Urban	35%	(245)	38%	(267)	11%	(78)	16%	(112)	702
Community: Suburban	27%	(260)	42%	(399)	16%	(155)	15%	(144)	958
Community: Rural	24%	(132)	45%	(244)	12%	(65)	18%	(99)	541
Employ: Private Sector	32%	(241)	38%	(289)	16%	(120)	14%	(105)	755
Employ: Government	40%	(61)	35%	(54)	12%	(19)	13%	(19)	154
Employ: Self-Employed	25%	(42)	46%	(76)	14%	(24)	15%	(25)	167
Employ: Homemaker	32%	(46)	44%	(65)	10%	(15)	14%	(20)	146
Employ: Student	28%	(22)	48%	(37)	14%	(11)	10%	(8)	77
Employ: Retired	24%	(127)	46%	(240)	10%	(50)	20%	(105)	521
Employ: Unemployed	26%	(63)	38%	(92)	16%	(40)	19%	(47)	241
Employ: Other	25%	(35)	41%	(58)	14%	(20)	19%	(26)	139
Military HH: Yes	32%	(83)	35%	(91)	16%	(43)	17%	(43)	259
Military HH: No	29%	(555)	42%	(820)	13%	(256)	16%	(312)	1942
2022 House Vote: Democrat	34%	(327)	39%	(367)	12%	(112)	15%	(143)	949
2022 House Vote: Republican	25%	(146)	43%	(253)	14%	(84)	19%	(112)	596
2022 House Vote: Someone else	34%	(20)	38%	(23)	13%	(8)	15%	(9)	60
2022 House Vote: Didnt Vote	24%	(144)	45%	(268)	16%	(94)	15%	(92)	597

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Table MCEN5_7: How interested would you be to see the following types of movies in a movie theater?

Dramas

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	29%	(637)	41%	(910)	14%	(298)	16%	(355)	2201
2020 Vote: Joe Biden	34%	(328)	40%	(384)	12%	(119)	14%	(132)	963
2020 Vote: Donald Trump	24%	(158)	44%	(291)	14%	(91)	19%	(124)	663
2020 Vote: Other	21%	(14)	53%	(34)	11%	(7)	15%	(9)	64
2020 Vote: Didn't Vote	27%	(138)	39%	(201)	16%	(81)	18%	(91)	511
2018 House Vote: Democrat	35%	(280)	40%	(318)	12%	(95)	13%	(100)	795
2018 House Vote: Republican	24%	(132)	43%	(235)	12%	(67)	21%	(117)	551
2018 House Vote: Someone else	28%	(16)	47%	(26)	13%	(8)	12%	(7)	57
2018 House Vote: Didnt Vote	26%	(209)	41%	(330)	16%	(128)	16%	(131)	799
4-Region: Northeast	34%	(133)	36%	(140)	12%	(45)	18%	(68)	386
4-Region: Midwest	28%	(126)	42%	(191)	12%	(54)	18%	(84)	455
4-Region: South	27%	(230)	42%	(352)	16%	(136)	14%	(121)	839
4-Region: West	28%	(148)	44%	(227)	12%	(63)	16%	(82)	521
Film Fan	31%	(597)	42%	(805)	14%	(270)	13%	(256)	1928
Avid Film Fan	44%	(332)	35%	(264)	11%	(82)	11%	(85)	763
Went to Theaters 1+ Times in Past Month	40%	(364)	42%	(376)	10%	(91)	8%	(71)	901
Went to Theaters 3+ Times in Past Month	53%	(188)	36%	(127)	7%	(23)	5%	(18)	356
Went to Theaters Once/Month or more in Past Year	47%	(201)	39%	(164)	8%	(33)	6%	(27)	425
Went to Theaters Once Every 2 Months or less in Past Year	25%	(408)	43%	(708)	15%	(250)	18%	(296)	1663

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

Table MCEN5_8: How interested would you be to see the following types of movies in a movie theater?
 Science fiction

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(577)	31%	(681)	18%	(387)	25%	(556)	2201
Gender: Male	38%	(405)	34%	(360)	13%	(144)	15%	(161)	1071
Gender: Female	15%	(172)	28%	(318)	22%	(243)	35%	(395)	1127
Age: 18-34	31%	(198)	33%	(207)	19%	(123)	16%	(103)	631
Age: 35-44	31%	(115)	34%	(126)	15%	(54)	21%	(77)	372
Age: 45-64	26%	(184)	32%	(230)	17%	(120)	25%	(178)	711
Age: 65+	17%	(82)	24%	(118)	18%	(90)	41%	(198)	487
GenZers: 1997-2012	25%	(66)	35%	(92)	21%	(55)	19%	(50)	262
Millennials: 1981-1996	35%	(237)	32%	(213)	17%	(113)	17%	(112)	675
GenXers: 1965-1980	27%	(150)	36%	(200)	14%	(77)	24%	(134)	561
Baby Boomers: 1946-1964	19%	(120)	25%	(162)	20%	(129)	36%	(230)	640
PID: Dem (no lean)	31%	(299)	31%	(299)	16%	(147)	21%	(204)	949
PID: Ind (no lean)	24%	(154)	32%	(202)	18%	(117)	26%	(164)	638
PID: Rep (no lean)	20%	(124)	29%	(180)	20%	(122)	31%	(189)	614
PID/Gender: Dem Men	45%	(231)	32%	(162)	11%	(56)	12%	(59)	508
PID/Gender: Dem Women	15%	(68)	31%	(136)	21%	(91)	33%	(145)	440
PID/Gender: Ind Men	32%	(84)	34%	(91)	18%	(47)	17%	(44)	266
PID/Gender: Ind Women	19%	(70)	29%	(109)	19%	(71)	32%	(120)	368
PID/Gender: Rep Men	30%	(90)	36%	(107)	14%	(41)	20%	(58)	296
PID/Gender: Rep Women	11%	(34)	23%	(73)	25%	(81)	41%	(130)	318
Ideo: Liberal (1-3)	33%	(233)	30%	(206)	16%	(111)	21%	(147)	697
Ideo: Moderate (4)	22%	(147)	35%	(229)	22%	(144)	22%	(143)	662
Ideo: Conservative (5-7)	24%	(162)	29%	(194)	17%	(110)	30%	(197)	663
Educ: < College	25%	(357)	29%	(421)	19%	(271)	27%	(389)	1438
Educ: Bachelors degree	24%	(118)	36%	(172)	18%	(89)	22%	(105)	484
Educ: Post-grad	37%	(102)	31%	(87)	10%	(27)	22%	(62)	278
Income: Under 50k	23%	(275)	30%	(362)	18%	(208)	29%	(344)	1189
Income: 50k-100k	27%	(174)	31%	(205)	20%	(133)	22%	(142)	654
Income: 100k+	36%	(129)	32%	(113)	13%	(46)	19%	(70)	358
Ethnicity: White	25%	(429)	31%	(519)	18%	(302)	26%	(449)	1698
Ethnicity: Hispanic	31%	(118)	32%	(123)	18%	(68)	19%	(71)	379

Continued on next page

Table MCEN5_8: How interested would you be to see the following types of movies in a movie theater?

Science fiction

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(577)	31%	(681)	18%	(387)	25%	(556)	2201
Ethnicity: Black	31%	(87)	28%	(78)	16%	(46)	26%	(72)	283
Ethnicity: Other	28%	(62)	38%	(84)	18%	(39)	16%	(34)	220
All Christian	22%	(210)	32%	(311)	21%	(206)	26%	(250)	977
All Non-Christian	45%	(106)	26%	(60)	12%	(29)	17%	(39)	235
Atheist	32%	(29)	33%	(30)	10%	(9)	26%	(23)	91
Agnostic/Nothing in particular	24%	(133)	34%	(184)	17%	(93)	25%	(134)	544
Something Else	28%	(99)	27%	(96)	14%	(50)	31%	(110)	354
Religious Non-Protestant/Catholic	44%	(112)	25%	(64)	13%	(34)	17%	(44)	254
Evangelical	22%	(123)	32%	(175)	17%	(94)	29%	(158)	550
Non-Evangelical	24%	(177)	30%	(221)	21%	(154)	26%	(196)	747
Community: Urban	35%	(243)	31%	(216)	14%	(97)	21%	(146)	702
Community: Suburban	22%	(212)	32%	(303)	20%	(193)	26%	(250)	958
Community: Rural	23%	(122)	30%	(162)	18%	(97)	30%	(160)	541
Employ: Private Sector	33%	(251)	33%	(252)	18%	(136)	15%	(116)	755
Employ: Government	37%	(57)	30%	(46)	15%	(23)	18%	(28)	154
Employ: Self-Employed	27%	(45)	38%	(63)	16%	(27)	20%	(33)	167
Employ: Homemaker	14%	(20)	33%	(48)	18%	(26)	36%	(52)	146
Employ: Student	38%	(29)	31%	(24)	16%	(12)	15%	(11)	77
Employ: Retired	18%	(92)	25%	(128)	18%	(96)	39%	(206)	521
Employ: Unemployed	23%	(56)	30%	(73)	18%	(42)	29%	(70)	241
Employ: Other	20%	(27)	34%	(48)	18%	(25)	28%	(39)	139
Military HH: Yes	26%	(68)	28%	(72)	20%	(52)	26%	(67)	259
Military HH: No	26%	(509)	31%	(609)	17%	(335)	25%	(489)	1942
2022 House Vote: Democrat	32%	(305)	32%	(302)	16%	(149)	20%	(192)	949
2022 House Vote: Republican	23%	(134)	29%	(171)	18%	(106)	31%	(183)	596
2022 House Vote: Someone else	22%	(13)	31%	(18)	26%	(15)	22%	(13)	60
2022 House Vote: Didnt Vote	21%	(125)	32%	(189)	19%	(116)	28%	(167)	597

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Table MCEN5_8: How interested would you be to see the following types of movies in a movie theater?
Science fiction

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(577)	31%	(681)	18%	(387)	25%	(556)	2201
2020 Vote: Joe Biden	32%	(304)	33%	(314)	16%	(157)	20%	(189)	963
2020 Vote: Donald Trump	21%	(141)	29%	(194)	18%	(120)	31%	(209)	663
2020 Vote: Other	19%	(12)	38%	(24)	17%	(11)	26%	(17)	64
2020 Vote: Didn't Vote	24%	(121)	29%	(150)	19%	(99)	28%	(141)	511
2018 House Vote: Democrat	32%	(255)	33%	(259)	15%	(122)	20%	(159)	795
2018 House Vote: Republican	22%	(123)	27%	(148)	18%	(101)	33%	(179)	551
2018 House Vote: Someone else	18%	(10)	39%	(22)	27%	(15)	17%	(10)	57
2018 House Vote: Didnt Vote	24%	(190)	32%	(252)	19%	(149)	26%	(208)	799
4-Region: Northeast	28%	(107)	33%	(127)	17%	(64)	23%	(88)	386
4-Region: Midwest	24%	(111)	23%	(106)	18%	(83)	34%	(155)	455
4-Region: South	23%	(191)	32%	(270)	19%	(162)	26%	(216)	839
4-Region: West	32%	(169)	34%	(178)	15%	(78)	18%	(96)	521
Film Fan	28%	(547)	33%	(632)	18%	(343)	21%	(407)	1928
Avid Film Fan	42%	(317)	33%	(250)	12%	(95)	13%	(101)	763
Went to Theaters 1+ Times in Past Month	37%	(333)	34%	(304)	15%	(134)	14%	(131)	901
Went to Theaters 3+ Times in Past Month	45%	(162)	32%	(115)	13%	(48)	9%	(32)	356
Went to Theaters Once/Month or more in Past Year	46%	(194)	34%	(143)	10%	(43)	11%	(45)	425
Went to Theaters Once Every 2 Months or less in Past Year	21%	(352)	31%	(512)	19%	(320)	29%	(478)	1663

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

Table MCEN5_9: How interested would you be to see the following types of movies in a movie theater?

Romance

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	22%	(478)	31%	(689)	22%	(475)	25%	(559)	2201
Gender: Male	20%	(210)	24%	(259)	26%	(283)	30%	(319)	1071
Gender: Female	24%	(268)	38%	(430)	17%	(190)	21%	(238)	1127
Age: 18-34	29%	(184)	31%	(197)	21%	(134)	18%	(116)	631
Age: 35-44	29%	(108)	33%	(122)	16%	(61)	22%	(81)	372
Age: 45-64	18%	(125)	31%	(221)	24%	(172)	27%	(194)	711
Age: 65+	13%	(61)	31%	(149)	22%	(108)	35%	(169)	487
GenZers: 1997-2012	26%	(69)	28%	(74)	22%	(57)	24%	(62)	262
Millennials: 1981-1996	31%	(208)	33%	(220)	18%	(123)	18%	(124)	675
GenXers: 1965-1980	20%	(110)	31%	(173)	22%	(125)	27%	(153)	561
Baby Boomers: 1946-1964	13%	(83)	31%	(199)	25%	(162)	31%	(196)	640
PID: Dem (no lean)	26%	(250)	32%	(304)	19%	(185)	22%	(210)	949
PID: Ind (no lean)	18%	(116)	31%	(199)	25%	(158)	26%	(164)	638
PID: Rep (no lean)	18%	(112)	30%	(186)	21%	(132)	30%	(184)	614
PID/Gender: Dem Men	27%	(136)	27%	(135)	22%	(112)	25%	(125)	508
PID/Gender: Dem Women	26%	(113)	38%	(169)	16%	(72)	19%	(86)	440
PID/Gender: Ind Men	11%	(29)	22%	(59)	31%	(84)	35%	(94)	266
PID/Gender: Ind Women	24%	(87)	38%	(140)	20%	(73)	19%	(69)	368
PID/Gender: Rep Men	15%	(44)	22%	(65)	29%	(87)	34%	(101)	296
PID/Gender: Rep Women	21%	(68)	38%	(122)	14%	(45)	26%	(84)	318
Ideo: Liberal (1-3)	23%	(159)	32%	(220)	20%	(142)	25%	(177)	697
Ideo: Moderate (4)	21%	(137)	32%	(214)	23%	(154)	24%	(158)	662
Ideo: Conservative (5-7)	21%	(136)	30%	(201)	21%	(140)	28%	(185)	663
Educ: < College	20%	(292)	30%	(431)	22%	(315)	28%	(400)	1438
Educ: Bachelors degree	19%	(94)	34%	(166)	26%	(124)	21%	(100)	484
Educ: Post-grad	33%	(91)	33%	(92)	13%	(36)	21%	(59)	278
Income: Under 50k	17%	(200)	31%	(372)	23%	(269)	29%	(349)	1189
Income: 50k-100k	25%	(165)	33%	(213)	20%	(128)	22%	(147)	654
Income: 100k+	31%	(112)	29%	(105)	22%	(77)	18%	(63)	358
Ethnicity: White	22%	(368)	32%	(543)	20%	(341)	26%	(446)	1698
Ethnicity: Hispanic	26%	(98)	32%	(122)	19%	(72)	23%	(86)	379

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Table MCEN5_9: How interested would you be to see the following types of movies in a movie theater?
 Romance

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	22%	(478)	31%	(689)	22%	(475)	25%	(559)	2201
Ethnicity: Black	26%	(74)	27%	(77)	22%	(62)	25%	(70)	283
Ethnicity: Other	16%	(36)	31%	(69)	32%	(71)	20%	(44)	220
All Christian	20%	(194)	34%	(330)	23%	(220)	24%	(234)	977
All Non-Christian	46%	(108)	30%	(70)	12%	(28)	13%	(30)	235
Atheist	9%	(8)	15%	(13)	20%	(18)	57%	(52)	91
Agnostic/Nothing in particular	16%	(85)	31%	(170)	24%	(129)	29%	(159)	544
Something Else	24%	(83)	30%	(106)	23%	(80)	24%	(84)	354
Religious Non-Protestant/Catholic	44%	(112)	31%	(79)	11%	(28)	14%	(36)	254
Evangelical	25%	(136)	31%	(171)	20%	(112)	24%	(131)	550
Non-Evangelical	18%	(134)	34%	(251)	25%	(184)	24%	(179)	747
Community: Urban	31%	(219)	30%	(209)	16%	(110)	23%	(164)	702
Community: Suburban	17%	(159)	31%	(296)	27%	(260)	25%	(243)	958
Community: Rural	18%	(100)	34%	(185)	19%	(105)	28%	(151)	541
Employ: Private Sector	26%	(196)	29%	(220)	23%	(172)	22%	(167)	755
Employ: Government	34%	(52)	25%	(39)	17%	(26)	24%	(38)	154
Employ: Self-Employed	19%	(32)	28%	(48)	29%	(48)	23%	(39)	167
Employ: Homemaker	24%	(34)	40%	(58)	17%	(25)	19%	(28)	146
Employ: Student	35%	(27)	36%	(28)	13%	(10)	15%	(12)	77
Employ: Retired	12%	(64)	34%	(176)	20%	(106)	34%	(176)	521
Employ: Unemployed	19%	(46)	32%	(77)	23%	(55)	26%	(63)	241
Employ: Other	19%	(26)	31%	(43)	24%	(34)	26%	(37)	139
Military HH: Yes	19%	(49)	31%	(79)	25%	(64)	26%	(66)	259
Military HH: No	22%	(429)	31%	(610)	21%	(411)	25%	(493)	1942
2022 House Vote: Democrat	26%	(243)	30%	(287)	21%	(196)	23%	(222)	949
2022 House Vote: Republican	15%	(89)	30%	(180)	24%	(142)	31%	(184)	596
2022 House Vote: Someone else	23%	(14)	45%	(27)	16%	(10)	16%	(10)	60
2022 House Vote: Didnt Vote	22%	(132)	33%	(196)	21%	(127)	24%	(143)	597

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Table MCEN5_9: How interested would you be to see the following types of movies in a movie theater?

Romance

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	22%	(478)	31%	(689)	22%	(475)	25%	(559)	2201
2020 Vote: Joe Biden	26%	(249)	29%	(284)	22%	(215)	22%	(216)	963
2020 Vote: Donald Trump	16%	(109)	33%	(216)	21%	(142)	30%	(196)	663
2020 Vote: Other	7%	(4)	38%	(24)	27%	(17)	28%	(18)	64
2020 Vote: Didn't Vote	23%	(116)	32%	(166)	20%	(101)	25%	(129)	511
2018 House Vote: Democrat	25%	(200)	30%	(241)	23%	(180)	22%	(174)	795
2018 House Vote: Republican	16%	(85)	30%	(165)	24%	(130)	31%	(170)	551
2018 House Vote: Someone else	19%	(11)	38%	(21)	30%	(17)	13%	(7)	57
2018 House Vote: Didnt Vote	23%	(181)	33%	(262)	19%	(148)	26%	(208)	799
4-Region: Northeast	24%	(92)	30%	(114)	22%	(83)	25%	(96)	386
4-Region: Midwest	21%	(94)	32%	(146)	18%	(84)	29%	(130)	455
4-Region: South	22%	(183)	30%	(254)	22%	(186)	26%	(217)	839
4-Region: West	21%	(109)	34%	(175)	23%	(121)	22%	(116)	521
Film Fan	23%	(447)	32%	(612)	22%	(430)	23%	(440)	1928
Avid Film Fan	31%	(238)	32%	(242)	18%	(138)	19%	(145)	763
Went to Theaters 1+ Times in Past Month	32%	(292)	33%	(301)	19%	(171)	15%	(137)	901
Went to Theaters 3+ Times in Past Month	48%	(171)	28%	(100)	13%	(47)	11%	(38)	356
Went to Theaters Once/Month or more in Past Year	40%	(171)	31%	(133)	13%	(56)	15%	(65)	425
Went to Theaters Once Every 2 Months or less in Past Year	17%	(280)	31%	(524)	24%	(391)	28%	(468)	1663

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

Table MCEN5_10: How interested would you be to see the following types of movies in a movie theater?

Musical

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	16%	(342)	26%	(576)	23%	(500)	36%	(782)	2201
Gender: Male	18%	(195)	24%	(258)	22%	(236)	36%	(382)	1071
Gender: Female	13%	(147)	28%	(319)	23%	(261)	35%	(400)	1127
Age: 18-34	19%	(120)	25%	(160)	25%	(155)	31%	(196)	631
Age: 35-44	20%	(73)	26%	(96)	22%	(80)	33%	(122)	372
Age: 45-64	14%	(98)	25%	(179)	22%	(159)	39%	(275)	711
Age: 65+	10%	(51)	29%	(141)	22%	(105)	39%	(190)	487
GenZers: 1997-2012	13%	(33)	24%	(64)	30%	(78)	33%	(87)	262
Millennials: 1981-1996	22%	(148)	26%	(178)	21%	(141)	31%	(208)	675
GenXers: 1965-1980	14%	(81)	25%	(142)	21%	(120)	39%	(218)	561
Baby Boomers: 1946-1964	11%	(72)	27%	(170)	24%	(151)	39%	(248)	640
PID: Dem (no lean)	21%	(204)	28%	(269)	20%	(186)	31%	(291)	949
PID: Ind (no lean)	11%	(72)	24%	(154)	28%	(181)	36%	(231)	638
PID: Rep (no lean)	11%	(67)	25%	(154)	22%	(133)	42%	(260)	614
PID/Gender: Dem Men	26%	(132)	27%	(138)	16%	(81)	31%	(156)	508
PID/Gender: Dem Women	16%	(71)	30%	(130)	24%	(104)	31%	(135)	440
PID/Gender: Ind Men	10%	(28)	18%	(48)	35%	(94)	36%	(97)	266
PID/Gender: Ind Women	12%	(44)	29%	(106)	23%	(85)	36%	(134)	368
PID/Gender: Rep Men	12%	(35)	24%	(72)	21%	(61)	43%	(129)	296
PID/Gender: Rep Women	10%	(32)	26%	(82)	23%	(72)	41%	(131)	318
Ideo: Liberal (1-3)	20%	(140)	27%	(189)	21%	(148)	32%	(220)	697
Ideo: Moderate (4)	14%	(90)	25%	(168)	27%	(178)	34%	(226)	662
Ideo: Conservative (5-7)	14%	(95)	27%	(181)	21%	(137)	38%	(251)	663
Educ: < College	13%	(189)	22%	(322)	23%	(336)	41%	(591)	1438
Educ: Bachelors degree	17%	(83)	32%	(154)	25%	(121)	26%	(126)	484
Educ: Post-grad	25%	(71)	36%	(99)	15%	(43)	23%	(65)	278
Income: Under 50k	12%	(138)	24%	(281)	24%	(285)	41%	(486)	1189
Income: 50k-100k	19%	(121)	29%	(188)	22%	(143)	31%	(201)	654
Income: 100k+	23%	(84)	30%	(107)	20%	(72)	27%	(95)	358
Ethnicity: White	15%	(255)	26%	(448)	22%	(376)	36%	(619)	1698
Ethnicity: Hispanic	16%	(62)	22%	(85)	24%	(90)	37%	(142)	379

Continued on next page

Table MCEN5_10: How interested would you be to see the following types of movies in a movie theater?

Musical

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	16%	(342)	26%	(576)	23%	(500)	36%	(782)	2201
Ethnicity: Black	18%	(50)	27%	(76)	21%	(61)	34%	(96)	283
Ethnicity: Other	17%	(37)	24%	(52)	29%	(63)	31%	(68)	220
All Christian	14%	(141)	29%	(282)	24%	(231)	33%	(323)	977
All Non-Christian	40%	(93)	33%	(77)	12%	(27)	16%	(38)	235
Atheist	4%	(4)	19%	(18)	33%	(30)	44%	(40)	91
Agnostic/Nothing in particular	12%	(63)	22%	(121)	24%	(133)	42%	(226)	544
Something Else	12%	(42)	22%	(79)	22%	(79)	44%	(155)	354
Religious Non-Protestant/Catholic	38%	(97)	32%	(80)	13%	(33)	17%	(44)	254
Evangelical	14%	(74)	30%	(168)	20%	(109)	36%	(199)	550
Non-Evangelical	14%	(101)	24%	(182)	26%	(194)	36%	(270)	747
Community: Urban	23%	(163)	27%	(192)	21%	(151)	28%	(196)	702
Community: Suburban	13%	(129)	26%	(248)	24%	(227)	37%	(354)	958
Community: Rural	9%	(50)	25%	(136)	23%	(122)	43%	(232)	541
Employ: Private Sector	21%	(158)	26%	(200)	24%	(180)	29%	(217)	755
Employ: Government	26%	(40)	20%	(31)	17%	(26)	38%	(58)	154
Employ: Self-Employed	18%	(31)	26%	(44)	27%	(45)	28%	(47)	167
Employ: Homemaker	12%	(18)	25%	(37)	23%	(34)	39%	(57)	146
Employ: Student	15%	(12)	18%	(14)	28%	(21)	38%	(29)	77
Employ: Retired	9%	(46)	30%	(157)	20%	(104)	41%	(214)	521
Employ: Unemployed	11%	(27)	23%	(56)	23%	(55)	43%	(104)	241
Employ: Other	8%	(11)	27%	(38)	25%	(34)	40%	(56)	139
Military HH: Yes	18%	(46)	26%	(67)	22%	(57)	34%	(88)	259
Military HH: No	15%	(296)	26%	(509)	23%	(443)	36%	(694)	1942
2022 House Vote: Democrat	21%	(197)	28%	(264)	22%	(206)	30%	(283)	949
2022 House Vote: Republican	12%	(71)	25%	(148)	21%	(127)	42%	(250)	596
2022 House Vote: Someone else	14%	(8)	29%	(17)	26%	(15)	31%	(18)	60
2022 House Vote: Didnt Vote	11%	(66)	25%	(148)	25%	(152)	39%	(231)	597

Continued on next page

Table MCEN5_10: How interested would you be to see the following types of movies in a movie theater?
 Musical

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	16%	(342)	26%	(576)	23%	(500)	36%	(782)	2201
2020 Vote: Joe Biden	20%	(196)	29%	(276)	21%	(206)	30%	(285)	963
2020 Vote: Donald Trump	11%	(73)	25%	(168)	22%	(147)	42%	(276)	663
2020 Vote: Other	12%	(8)	23%	(15)	30%	(19)	34%	(22)	64
2020 Vote: Didn't Vote	13%	(66)	23%	(117)	25%	(128)	39%	(200)	511
2018 House Vote: Democrat	19%	(152)	31%	(246)	21%	(168)	29%	(229)	795
2018 House Vote: Republican	13%	(71)	23%	(127)	22%	(121)	42%	(232)	551
2018 House Vote: Someone else	12%	(7)	20%	(11)	30%	(17)	38%	(22)	57
2018 House Vote: Didnt Vote	14%	(113)	24%	(192)	24%	(195)	38%	(300)	799
4-Region: Northeast	19%	(75)	23%	(89)	27%	(106)	30%	(116)	386
4-Region: Midwest	11%	(52)	29%	(131)	20%	(92)	39%	(179)	455
4-Region: South	12%	(104)	27%	(227)	22%	(187)	38%	(322)	839
4-Region: West	21%	(112)	25%	(130)	22%	(115)	32%	(165)	521
Film Fan	17%	(325)	28%	(532)	23%	(444)	33%	(628)	1928
Avid Film Fan	25%	(188)	28%	(211)	17%	(131)	31%	(233)	763
Went to Theaters 1+ Times in Past Month	25%	(227)	30%	(274)	21%	(192)	23%	(210)	901
Went to Theaters 3+ Times in Past Month	37%	(133)	35%	(126)	13%	(46)	15%	(52)	356
Went to Theaters Once/Month or more in Past Year	32%	(137)	34%	(144)	15%	(62)	19%	(81)	425
Went to Theaters Once Every 2 Months or less in Past Year	11%	(190)	25%	(408)	25%	(418)	39%	(647)	1663

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

Table MCEN5_11: How interested would you be to see the following types of movies in a movie theater?

Romantic comedies

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(565)	32%	(706)	19%	(408)	24%	(522)	2201
Gender: Male	21%	(230)	29%	(312)	21%	(225)	28%	(304)	1071
Gender: Female	30%	(335)	35%	(393)	16%	(184)	19%	(215)	1127
Age: 18-34	32%	(201)	29%	(182)	21%	(134)	18%	(115)	631
Age: 35-44	30%	(110)	36%	(134)	17%	(63)	17%	(64)	372
Age: 45-64	23%	(162)	33%	(233)	18%	(128)	26%	(188)	711
Age: 65+	19%	(92)	32%	(156)	17%	(84)	32%	(155)	487
GenZers: 1997-2012	31%	(81)	28%	(73)	20%	(53)	21%	(55)	262
Millennials: 1981-1996	32%	(213)	32%	(216)	19%	(128)	17%	(118)	675
GenXers: 1965-1980	23%	(126)	34%	(189)	17%	(97)	26%	(148)	561
Baby Boomers: 1946-1964	21%	(133)	32%	(206)	19%	(121)	28%	(181)	640
PID: Dem (no lean)	29%	(275)	35%	(334)	15%	(147)	20%	(194)	949
PID: Ind (no lean)	25%	(157)	31%	(196)	21%	(135)	23%	(149)	638
PID: Rep (no lean)	22%	(133)	29%	(176)	21%	(126)	29%	(179)	614
PID/Gender: Dem Men	27%	(139)	34%	(171)	16%	(80)	23%	(117)	508
PID/Gender: Dem Women	31%	(135)	37%	(162)	15%	(67)	17%	(77)	440
PID/Gender: Ind Men	14%	(37)	26%	(68)	29%	(77)	32%	(84)	266
PID/Gender: Ind Women	33%	(120)	35%	(128)	16%	(58)	17%	(62)	368
PID/Gender: Rep Men	18%	(53)	25%	(73)	23%	(68)	35%	(102)	296
PID/Gender: Rep Women	25%	(80)	32%	(103)	18%	(59)	24%	(76)	318
Ideo: Liberal (1-3)	29%	(200)	32%	(221)	18%	(125)	22%	(152)	697
Ideo: Moderate (4)	26%	(170)	34%	(224)	19%	(128)	21%	(140)	662
Ideo: Conservative (5-7)	22%	(147)	31%	(205)	19%	(128)	28%	(183)	663
Educ: < College	25%	(359)	30%	(435)	19%	(272)	26%	(372)	1438
Educ: Bachelors degree	23%	(112)	36%	(173)	22%	(105)	20%	(95)	484
Educ: Post-grad	34%	(94)	35%	(98)	11%	(31)	20%	(55)	278
Income: Under 50k	22%	(256)	32%	(384)	18%	(218)	28%	(331)	1189
Income: 50k-100k	30%	(195)	32%	(210)	19%	(123)	19%	(126)	654
Income: 100k+	32%	(114)	31%	(112)	19%	(67)	18%	(65)	358
Ethnicity: White	27%	(450)	32%	(539)	18%	(304)	24%	(405)	1698
Ethnicity: Hispanic	34%	(130)	24%	(92)	20%	(76)	22%	(82)	379

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Table MCEN5_11: How interested would you be to see the following types of movies in a movie theater?
 Romantic comedies

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(565)	32%	(706)	19%	(408)	24%	(522)	2201
Ethnicity: Black	24%	(67)	32%	(92)	18%	(51)	26%	(73)	283
Ethnicity: Other	22%	(47)	34%	(75)	24%	(53)	20%	(44)	220
All Christian	26%	(254)	34%	(336)	17%	(169)	22%	(218)	977
All Non-Christian	42%	(98)	37%	(88)	9%	(20)	12%	(28)	235
Atheist	14%	(13)	13%	(12)	23%	(21)	50%	(45)	91
Agnostic/Nothing in particular	20%	(106)	29%	(157)	24%	(129)	28%	(151)	544
Something Else	26%	(93)	32%	(113)	19%	(69)	22%	(80)	354
Religious Non-Protestant/Catholic	42%	(106)	36%	(91)	10%	(25)	13%	(33)	254
Evangelical	28%	(153)	33%	(179)	16%	(90)	23%	(128)	550
Non-Evangelical	24%	(183)	35%	(262)	19%	(139)	22%	(164)	747
Community: Urban	31%	(217)	34%	(239)	12%	(86)	23%	(160)	702
Community: Suburban	23%	(223)	32%	(302)	23%	(217)	23%	(216)	958
Community: Rural	23%	(125)	30%	(165)	20%	(106)	27%	(145)	541
Employ: Private Sector	26%	(194)	35%	(263)	20%	(154)	19%	(143)	755
Employ: Government	40%	(61)	25%	(38)	12%	(19)	23%	(36)	154
Employ: Self-Employed	27%	(45)	26%	(44)	26%	(43)	21%	(35)	167
Employ: Homemaker	28%	(41)	37%	(54)	18%	(26)	16%	(24)	146
Employ: Student	41%	(32)	35%	(27)	10%	(8)	14%	(11)	77
Employ: Retired	19%	(99)	34%	(178)	16%	(84)	31%	(161)	521
Employ: Unemployed	27%	(65)	27%	(65)	14%	(35)	32%	(76)	241
Employ: Other	19%	(27)	26%	(36)	29%	(40)	26%	(36)	139
Military HH: Yes	22%	(57)	33%	(85)	19%	(50)	26%	(67)	259
Military HH: No	26%	(508)	32%	(621)	18%	(358)	23%	(455)	1942
2022 House Vote: Democrat	29%	(276)	33%	(309)	17%	(158)	22%	(206)	949
2022 House Vote: Republican	20%	(118)	29%	(175)	22%	(129)	29%	(174)	596
2022 House Vote: Someone else	34%	(20)	34%	(21)	15%	(9)	17%	(10)	60
2022 House Vote: Didnt Vote	25%	(151)	34%	(202)	19%	(113)	22%	(132)	597

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Table MCEN5_11: How interested would you be to see the following types of movies in a movie theater?

Romantic comedies

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(565)	32%	(706)	19%	(408)	24%	(522)	2201
2020 Vote: Joe Biden	30%	(285)	33%	(313)	17%	(168)	21%	(198)	963
2020 Vote: Donald Trump	21%	(142)	30%	(198)	21%	(139)	28%	(184)	663
2020 Vote: Other	11%	(7)	39%	(25)	25%	(16)	25%	(16)	64
2020 Vote: Didn't Vote	26%	(131)	33%	(170)	17%	(86)	24%	(124)	511
2018 House Vote: Democrat	28%	(224)	35%	(281)	18%	(139)	19%	(150)	795
2018 House Vote: Republican	20%	(108)	29%	(160)	21%	(114)	31%	(169)	551
2018 House Vote: Someone else	27%	(15)	40%	(23)	18%	(10)	14%	(8)	57
2018 House Vote: Didnt Vote	27%	(217)	30%	(242)	18%	(144)	24%	(195)	799
4-Region: Northeast	30%	(114)	31%	(119)	17%	(64)	23%	(89)	386
4-Region: Midwest	28%	(126)	30%	(136)	17%	(76)	26%	(116)	455
4-Region: South	24%	(200)	31%	(262)	20%	(172)	24%	(205)	839
4-Region: West	24%	(125)	36%	(188)	18%	(96)	22%	(112)	521
Film Fan	27%	(528)	33%	(633)	19%	(366)	21%	(402)	1928
Avid Film Fan	35%	(266)	33%	(248)	16%	(119)	17%	(130)	763
Went to Theaters 1+ Times in Past Month	35%	(316)	35%	(311)	18%	(158)	13%	(117)	901
Went to Theaters 3+ Times in Past Month	45%	(159)	35%	(125)	12%	(42)	9%	(31)	356
Went to Theaters Once/Month or more in Past Year	39%	(165)	37%	(158)	12%	(52)	12%	(49)	425
Went to Theaters Once Every 2 Months or less in Past Year	22%	(371)	31%	(521)	20%	(333)	26%	(438)	1663

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

Table MCEN5_12: How interested would you be to see the following types of movies in a movie theater?

Classics

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(441)	37%	(812)	22%	(479)	21%	(469)	2201
Gender: Male	24%	(258)	38%	(409)	21%	(222)	17%	(182)	1071
Gender: Female	16%	(183)	36%	(403)	23%	(256)	25%	(285)	1127
Age: 18-34	24%	(154)	33%	(208)	25%	(158)	18%	(111)	631
Age: 35-44	18%	(68)	41%	(152)	19%	(71)	22%	(80)	372
Age: 45-64	17%	(120)	36%	(259)	24%	(168)	23%	(164)	711
Age: 65+	20%	(98)	40%	(193)	17%	(81)	24%	(115)	487
GenZers: 1997-2012	19%	(51)	35%	(91)	28%	(73)	18%	(48)	262
Millennials: 1981-1996	24%	(163)	35%	(237)	21%	(145)	19%	(130)	675
GenXers: 1965-1980	15%	(84)	37%	(209)	23%	(129)	25%	(140)	561
Baby Boomers: 1946-1964	20%	(130)	40%	(253)	19%	(121)	21%	(136)	640
PID: Dem (no lean)	24%	(224)	39%	(368)	20%	(187)	18%	(170)	949
PID: Ind (no lean)	16%	(102)	37%	(236)	24%	(151)	23%	(148)	638
PID: Rep (no lean)	19%	(115)	34%	(208)	23%	(140)	25%	(152)	614
PID/Gender: Dem Men	29%	(150)	41%	(207)	16%	(81)	14%	(69)	508
PID/Gender: Dem Women	17%	(74)	36%	(161)	24%	(106)	23%	(99)	440
PID/Gender: Ind Men	17%	(45)	36%	(97)	27%	(72)	20%	(53)	266
PID/Gender: Ind Women	16%	(58)	38%	(140)	21%	(79)	25%	(93)	368
PID/Gender: Rep Men	21%	(64)	35%	(105)	23%	(69)	20%	(59)	296
PID/Gender: Rep Women	16%	(51)	32%	(103)	22%	(71)	29%	(93)	318
Ideo: Liberal (1-3)	22%	(154)	38%	(266)	21%	(146)	19%	(132)	697
Ideo: Moderate (4)	17%	(112)	38%	(251)	24%	(159)	21%	(139)	662
Ideo: Conservative (5-7)	22%	(146)	38%	(249)	20%	(132)	20%	(135)	663
Educ: < College	18%	(264)	35%	(508)	22%	(319)	24%	(348)	1438
Educ: Bachelors degree	20%	(97)	42%	(203)	23%	(111)	15%	(74)	484
Educ: Post-grad	29%	(80)	37%	(102)	18%	(49)	17%	(47)	278
Income: Under 50k	18%	(210)	37%	(440)	21%	(252)	24%	(287)	1189
Income: 50k-100k	22%	(142)	37%	(240)	22%	(146)	19%	(125)	654
Income: 100k+	25%	(88)	37%	(131)	23%	(81)	16%	(57)	358
Ethnicity: White	21%	(353)	35%	(589)	23%	(383)	22%	(374)	1698
Ethnicity: Hispanic	20%	(76)	34%	(130)	25%	(94)	21%	(79)	379

Continued on next page

Table MCEN5_12: How interested would you be to see the following types of movies in a movie theater?

Classics

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(441)	37%	(812)	22%	(479)	21%	(469)	2201
Ethnicity: Black	18%	(51)	43%	(120)	17%	(49)	22%	(63)	283
Ethnicity: Other	17%	(38)	47%	(103)	21%	(47)	15%	(32)	220
All Christian	22%	(215)	39%	(377)	20%	(199)	19%	(187)	977
All Non-Christian	39%	(93)	35%	(82)	11%	(26)	14%	(34)	235
Atheist	8%	(7)	40%	(36)	23%	(21)	29%	(27)	91
Agnostic/Nothing in particular	13%	(69)	34%	(184)	30%	(161)	24%	(130)	544
Something Else	16%	(57)	37%	(133)	20%	(72)	26%	(92)	354
Religious Non-Protestant/Catholic	39%	(99)	35%	(89)	12%	(30)	14%	(36)	254
Evangelical	21%	(116)	36%	(197)	21%	(114)	22%	(123)	550
Non-Evangelical	19%	(144)	40%	(301)	20%	(150)	20%	(153)	747
Community: Urban	28%	(197)	36%	(250)	17%	(121)	19%	(133)	702
Community: Suburban	17%	(167)	38%	(363)	23%	(223)	21%	(205)	958
Community: Rural	14%	(76)	37%	(199)	25%	(134)	24%	(132)	541
Employ: Private Sector	22%	(169)	38%	(288)	24%	(181)	16%	(118)	755
Employ: Government	31%	(49)	34%	(53)	17%	(27)	17%	(26)	154
Employ: Self-Employed	21%	(35)	35%	(58)	24%	(39)	21%	(35)	167
Employ: Homemaker	14%	(21)	33%	(48)	21%	(31)	32%	(46)	146
Employ: Student	25%	(19)	35%	(27)	24%	(18)	17%	(13)	77
Employ: Retired	19%	(98)	39%	(206)	17%	(86)	25%	(131)	521
Employ: Unemployed	14%	(34)	38%	(91)	23%	(55)	26%	(62)	241
Employ: Other	13%	(17)	30%	(42)	31%	(42)	27%	(38)	139
Military HH: Yes	21%	(54)	36%	(93)	22%	(57)	21%	(55)	259
Military HH: No	20%	(387)	37%	(719)	22%	(422)	21%	(414)	1942
2022 House Vote: Democrat	24%	(224)	38%	(363)	20%	(191)	18%	(171)	949
2022 House Vote: Republican	20%	(122)	36%	(215)	21%	(123)	23%	(136)	596
2022 House Vote: Someone else	15%	(9)	40%	(24)	26%	(15)	19%	(11)	60
2022 House Vote: Didnt Vote	14%	(86)	35%	(211)	25%	(149)	25%	(151)	597

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Table MCEN5_12: How interested would you be to see the following types of movies in a movie theater?
 Classics

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(441)	37%	(812)	22%	(479)	21%	(469)	2201
2020 Vote: Joe Biden	24%	(229)	39%	(378)	20%	(192)	17%	(165)	963
2020 Vote: Donald Trump	20%	(130)	34%	(226)	23%	(155)	23%	(153)	663
2020 Vote: Other	9%	(6)	55%	(35)	15%	(9)	21%	(13)	64
2020 Vote: Didn't Vote	15%	(77)	34%	(173)	24%	(123)	27%	(138)	511
2018 House Vote: Democrat	24%	(194)	39%	(310)	18%	(146)	18%	(145)	795
2018 House Vote: Republican	21%	(113)	35%	(193)	20%	(110)	24%	(135)	551
2018 House Vote: Someone else	9%	(5)	49%	(28)	24%	(14)	18%	(10)	57
2018 House Vote: Didnt Vote	16%	(128)	35%	(282)	26%	(208)	23%	(180)	799
4-Region: Northeast	28%	(109)	36%	(138)	19%	(72)	17%	(67)	386
4-Region: Midwest	16%	(73)	36%	(162)	20%	(93)	28%	(127)	455
4-Region: South	18%	(153)	37%	(308)	23%	(193)	22%	(185)	839
4-Region: West	20%	(106)	39%	(205)	23%	(120)	17%	(90)	521
Film Fan	22%	(427)	38%	(729)	22%	(430)	18%	(342)	1928
Avid Film Fan	29%	(224)	38%	(289)	18%	(139)	14%	(110)	763
Went to Theaters 1+ Times in Past Month	29%	(258)	39%	(349)	21%	(188)	12%	(107)	901
Went to Theaters 3+ Times in Past Month	39%	(139)	36%	(128)	15%	(53)	10%	(36)	356
Went to Theaters Once/Month or more in Past Year	39%	(167)	35%	(149)	17%	(74)	8%	(35)	425
Went to Theaters Once Every 2 Months or less in Past Year	16%	(260)	38%	(627)	23%	(376)	24%	(399)	1663

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

Table MCEN6_1: How interested are you in seeing the following upcoming films in theaters?
About my Father

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	11% (124)	17% (200)	11% (133)	16% (189)	7% (77)	37% (432)	1155
Gender: Male	14% (81)	18% (102)	15% (86)	15% (86)	7% (41)	30% (170)	565
Gender: Female	7% (44)	17% (98)	8% (45)	17% (102)	6% (37)	45% (261)	586
Age: 18-34	13% (40)	17% (53)	9% (29)	14% (45)	8% (25)	39% (123)	315
Age: 35-44	16% (33)	17% (36)	13% (28)	16% (34)	5% (11)	32% (67)	210
Age: 45-64	9% (35)	19% (73)	13% (48)	16% (60)	7% (27)	35% (133)	376
Age: 65+	6% (16)	15% (38)	11% (28)	20% (50)	6% (14)	43% (108)	253
GenZers: 1997-2012	5% (7)	18% (23)	10% (13)	12% (15)	11% (14)	45% (57)	129
Millennials: 1981-1996	17% (61)	17% (61)	11% (39)	16% (59)	6% (22)	34% (122)	363
GenXers: 1965-1980	11% (33)	18% (54)	15% (46)	16% (47)	5% (16)	34% (102)	297
Baby Boomers: 1946-1964	6% (21)	18% (59)	10% (31)	19% (62)	7% (22)	40% (130)	325
PID: Dem (no lean)	17% (88)	18% (89)	11% (56)	14% (69)	5% (27)	35% (180)	508
PID: Ind (no lean)	3% (11)	17% (57)	12% (40)	15% (48)	8% (27)	44% (145)	329
PID: Rep (no lean)	8% (26)	17% (53)	12% (37)	23% (72)	7% (23)	34% (107)	318
PID/Gender: Dem Men	22% (62)	19% (52)	14% (38)	16% (45)	5% (13)	25% (69)	279
PID/Gender: Dem Women	11% (26)	16% (38)	8% (18)	10% (23)	6% (14)	48% (111)	229
PID/Gender: Ind Men	3% (5)	17% (23)	17% (22)	13% (17)	10% (13)	40% (53)	134
PID/Gender: Ind Women	3% (6)	18% (34)	8% (16)	16% (31)	7% (14)	47% (91)	192
PID/Gender: Rep Men	9% (14)	18% (27)	17% (26)	16% (24)	9% (14)	31% (47)	153
PID/Gender: Rep Women	7% (12)	16% (26)	6% (11)	29% (49)	5% (9)	36% (60)	165
Ideo: Liberal (1-3)	12% (47)	18% (69)	12% (45)	12% (45)	7% (28)	39% (151)	385
Ideo: Moderate (4)	11% (35)	18% (60)	11% (36)	14% (47)	5% (16)	41% (134)	328
Ideo: Conservative (5-7)	12% (41)	16% (57)	12% (42)	19% (66)	8% (28)	33% (115)	348
Educ: < College	10% (75)	15% (115)	12% (91)	18% (131)	8% (58)	37% (278)	747
Educ: Bachelors degree	6% (16)	18% (44)	11% (26)	18% (45)	4% (11)	43% (106)	249
Educ: Post-grad	21% (34)	25% (40)	10% (16)	8% (13)	5% (8)	30% (48)	158
Income: Under 50k	8% (50)	14% (88)	13% (77)	19% (116)	7% (46)	39% (240)	617
Income: 50k-100k	10% (35)	21% (71)	11% (37)	14% (48)	8% (26)	36% (122)	338
Income: 100k+	20% (39)	20% (41)	9% (19)	13% (26)	2% (5)	35% (70)	200
Ethnicity: White	11% (98)	17% (157)	10% (95)	17% (157)	6% (57)	38% (343)	907

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Table MCEN6_1: How interested are you in seeing the following upcoming films in theaters?
About my Father

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	11% (124)	17% (200)	11% (133)	16% (189)	7% (77)	37% (432)	1155
Ethnicity: Hispanic	13% (28)	23% (49)	8% (16)	17% (35)	6% (12)	34% (72)	212
Ethnicity: Black	17% (24)	16% (22)	15% (21)	13% (19)	8% (11)	33% (47)	145
Ethnicity: Other	2% (2)	19% (20)	16% (17)	13% (14)	9% (9)	40% (42)	103
All Christian	10% (53)	20% (102)	11% (57)	16% (82)	8% (40)	36% (188)	523
All Non-Christian	33% (40)	19% (24)	7% (9)	7% (9)	7% (9)	27% (33)	123
Agnostic/Nothing in particular	5% (14)	16% (48)	12% (36)	16% (49)	5% (16)	47% (146)	310
Something Else	9% (15)	15% (24)	15% (25)	24% (38)	5% (9)	32% (51)	161
Religious Non-Protestant/Catholic	31% (42)	19% (26)	9% (12)	8% (11)	7% (10)	25% (34)	135
Evangelical	12% (33)	16% (43)	9% (24)	21% (56)	5% (14)	36% (97)	268
Non-Evangelical	8% (33)	20% (78)	13% (52)	16% (62)	8% (32)	35% (137)	394
Community: Urban	20% (69)	17% (60)	12% (41)	16% (54)	4% (14)	32% (109)	347
Community: Suburban	6% (34)	19% (99)	12% (62)	13% (70)	7% (36)	43% (227)	529
Community: Rural	8% (21)	14% (40)	11% (30)	23% (65)	9% (26)	34% (95)	279
Employ: Private Sector	12% (50)	21% (87)	11% (47)	12% (51)	7% (29)	36% (151)	415
Employ: Government	20% (14)	22% (15)	10% (7)	10% (7)	5% (3)	33% (22)	69
Employ: Self-Employed	19% (16)	18% (16)	15% (13)	13% (11)	10% (8)	26% (22)	86
Employ: Homemaker	12% (10)	6% (5)	5% (4)	27% (21)	12% (10)	37% (29)	79
Employ: Retired	6% (17)	17% (48)	14% (39)	18% (50)	5% (13)	39% (109)	277
Employ: Unemployed	9% (11)	12% (14)	11% (12)	23% (26)	6% (6)	40% (46)	116
Employ: Other	7% (5)	7% (5)	10% (7)	26% (19)	8% (6)	42% (30)	72
Military HH: Yes	13% (18)	12% (16)	15% (20)	14% (18)	11% (15)	36% (49)	136
Military HH: No	10% (106)	18% (184)	11% (113)	17% (171)	6% (62)	38% (383)	1019
2022 House Vote: Democrat	15% (79)	19% (97)	12% (60)	14% (70)	6% (30)	35% (181)	516
2022 House Vote: Republican	8% (23)	17% (52)	11% (35)	20% (61)	8% (24)	37% (114)	310
2022 House Vote: Didnt Vote	7% (22)	14% (43)	12% (35)	18% (52)	6% (19)	42% (124)	295
2020 Vote: Joe Biden	15% (79)	20% (105)	11% (58)	14% (72)	5% (29)	36% (191)	533
2020 Vote: Donald Trump	7% (25)	17% (59)	12% (41)	17% (59)	8% (28)	38% (129)	340
2020 Vote: Didn't Vote	8% (19)	12% (31)	13% (33)	20% (51)	8% (21)	38% (96)	251

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Table MCEN6_1: How interested are you in seeing the following upcoming films in theaters?
About my Father

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	11% (124)	17% (200)	11% (133)	16% (189)	7% (77)	37% (432)	1155
2018 House Vote: Democrat	17% (74)	22% (98)	12% (56)	13% (57)	4% (18)	32% (143)	446
2018 House Vote: Republican	7% (18)	15% (42)	11% (30)	20% (56)	8% (23)	39% (110)	279
2018 House Vote: Didnt Vote	8% (31)	13% (53)	11% (44)	18% (73)	8% (33)	41% (164)	399
4-Region: Northeast	18% (38)	19% (39)	7% (14)	15% (30)	6% (13)	35% (73)	207
4-Region: Midwest	7% (17)	20% (50)	12% (30)	21% (51)	6% (15)	35% (87)	250
4-Region: South	8% (34)	16% (67)	10% (44)	17% (72)	8% (36)	40% (170)	424
4-Region: West	13% (35)	16% (44)	16% (45)	13% (35)	5% (13)	37% (102)	273
Film Fan	12% (119)	18% (188)	12% (120)	15% (152)	7% (71)	36% (372)	1021
Avid Film Fan	19% (83)	21% (88)	11% (47)	12% (52)	6% (25)	31% (131)	425
Went to Theaters 1+ Times in Past Month	19% (94)	23% (116)	10% (49)	10% (51)	7% (36)	31% (158)	505
Went to Theaters 3+ Times in Past Month	30% (57)	27% (50)	8% (15)	7% (13)	9% (16)	19% (36)	188
Went to Theaters Once/Month or more in Past Year	30% (71)	22% (53)	8% (20)	6% (15)	7% (16)	26% (63)	237
Went to Theaters Once Every 2 Months or less in Past Year	6% (50)	16% (138)	13% (109)	18% (160)	7% (59)	41% (352)	867

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

Table MCEN6_2: How interested are you in seeing the following upcoming films in theaters?
The Little Mermaid

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	21% (238)	22% (253)	14% (158)	27% (317)	10% (120)	6% (73)	1158
Gender: Male	17% (95)	20% (110)	16% (88)	29% (163)	9% (52)	8% (46)	553
Gender: Female	24% (142)	24% (143)	11% (69)	25% (152)	11% (68)	5% (27)	603
Age: 18-34	31% (103)	22% (72)	11% (37)	19% (63)	9% (30)	8% (26)	333
Age: 35-44	28% (55)	24% (47)	18% (34)	18% (35)	6% (11)	7% (13)	193
Age: 45-64	16% (61)	24% (89)	13% (49)	29% (110)	12% (46)	6% (23)	373
Age: 65+	7% (19)	18% (45)	15% (37)	43% (110)	13% (33)	4% (11)	253
GenZers: 1997-2012	32% (45)	17% (24)	11% (15)	17% (25)	11% (16)	11% (16)	143
Millennials: 1981-1996	29% (102)	25% (89)	14% (47)	19% (66)	6% (22)	6% (22)	343
GenXers: 1965-1980	21% (61)	23% (68)	16% (49)	25% (74)	9% (28)	6% (18)	293
Baby Boomers: 1946-1964	8% (29)	20% (67)	12% (41)	41% (140)	14% (49)	4% (14)	343
PID: Dem (no lean)	27% (132)	30% (148)	11% (53)	19% (94)	7% (33)	7% (34)	493
PID: Ind (no lean)	21% (73)	15% (52)	17% (58)	29% (101)	14% (49)	6% (20)	353
PID: Rep (no lean)	10% (32)	17% (53)	15% (46)	40% (123)	12% (38)	6% (18)	313
PID/Gender: Dem Men	25% (63)	30% (76)	12% (30)	20% (50)	6% (15)	8% (20)	253
PID/Gender: Dem Women	29% (69)	30% (72)	10% (23)	18% (43)	8% (19)	6% (14)	243
PID/Gender: Ind Men	14% (21)	9% (13)	21% (33)	35% (54)	11% (17)	10% (15)	153
PID/Gender: Ind Women	26% (52)	20% (39)	13% (25)	23% (45)	16% (32)	3% (5)	193
PID/Gender: Rep Men	8% (11)	14% (21)	17% (25)	40% (59)	14% (20)	7% (10)	143
PID/Gender: Rep Women	13% (21)	20% (32)	13% (21)	39% (64)	11% (17)	5% (8)	163
Ideo: Liberal (1-3)	25% (93)	25% (91)	13% (48)	20% (73)	8% (31)	8% (28)	363
Ideo: Moderate (4)	21% (69)	21% (70)	16% (55)	27% (92)	9% (31)	5% (18)	333
Ideo: Conservative (5-7)	15% (51)	19% (68)	13% (45)	37% (132)	11% (39)	5% (19)	353
Educ: < College	20% (147)	21% (154)	13% (98)	27% (203)	12% (89)	6% (48)	733
Educ: Bachelors degree	18% (49)	25% (69)	17% (47)	31% (85)	7% (21)	2% (6)	273
Educ: Post-grad	29% (41)	21% (29)	9% (13)	20% (29)	7% (10)	13% (19)	143
Income: Under 50k	18% (111)	22% (137)	13% (81)	28% (175)	13% (79)	6% (38)	623
Income: 50k-100k	23% (81)	22% (77)	13% (47)	28% (100)	10% (34)	5% (17)	353
Income: 100k+	25% (45)	22% (39)	16% (29)	23% (42)	4% (6)	10% (18)	173
Ethnicity: White	18% (163)	22% (197)	13% (115)	31% (274)	9% (84)	6% (56)	893

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Table MCEN6_2: How interested are you in seeing the following upcoming films in theaters?

The Little Mermaid

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	21% (238)	22% (253)	14% (158)	27% (317)	10% (120)	6% (73)	1158
Ethnicity: Hispanic	33% (63)	22% (42)	7% (14)	18% (34)	10% (20)	10% (20)	193
Ethnicity: Black	31% (47)	25% (37)	15% (23)	16% (24)	10% (15)	3% (5)	150
Ethnicity: Other	23% (27)	16% (19)	17% (20)	16% (19)	17% (20)	11% (13)	118
All Christian	17% (86)	22% (113)	14% (72)	32% (163)	10% (50)	4% (21)	505
All Non-Christian	38% (49)	21% (27)	11% (14)	11% (14)	7% (8)	12% (16)	128
Agnostic/Nothing in particular	17% (53)	20% (62)	13% (41)	28% (87)	13% (41)	8% (23)	306
Something Else	26% (46)	25% (43)	12% (22)	24% (42)	8% (14)	5% (9)	176
Religious Non-Protestant/Catholic	36% (49)	20% (27)	11% (15)	13% (18)	8% (11)	13% (17)	137
Evangelical	23% (61)	21% (56)	15% (40)	28% (74)	10% (26)	4% (10)	268
Non-Evangelical	17% (66)	25% (97)	13% (51)	32% (124)	9% (34)	5% (19)	392
Community: Urban	28% (108)	22% (86)	12% (48)	21% (84)	10% (39)	7% (28)	392
Community: Suburban	15% (75)	21% (104)	17% (82)	30% (149)	9% (46)	7% (33)	488
Community: Rural	20% (55)	23% (62)	10% (28)	30% (84)	13% (36)	5% (13)	277
Employ: Private Sector	24% (97)	22% (89)	17% (68)	20% (78)	7% (29)	8% (33)	395
Employ: Government	38% (29)	20% (16)	8% (6)	24% (18)	3% (2)	7% (6)	77
Employ: Self-Employed	27% (24)	23% (20)	12% (11)	21% (18)	11% (10)	6% (5)	88
Employ: Homemaker	23% (17)	29% (22)	13% (10)	21% (16)	10% (7)	4% (3)	74
Employ: Retired	6% (18)	21% (57)	12% (35)	42% (116)	14% (38)	5% (13)	277
Employ: Unemployed	24% (32)	18% (24)	11% (14)	32% (42)	11% (15)	4% (5)	131
Employ: Other	12% (8)	20% (15)	16% (12)	33% (24)	14% (11)	5% (4)	74
Military HH: Yes	20% (27)	23% (31)	14% (19)	36% (49)	3% (4)	6% (8)	137
Military HH: No	21% (210)	22% (222)	14% (139)	26% (268)	11% (116)	6% (65)	1020
2022 House Vote: Democrat	26% (130)	27% (132)	12% (58)	21% (105)	8% (37)	6% (30)	492
2022 House Vote: Republican	12% (37)	17% (54)	14% (44)	43% (137)	10% (31)	4% (13)	316
2022 House Vote: Didnt Vote	21% (68)	18% (58)	16% (52)	21% (67)	14% (44)	9% (27)	316
2020 Vote: Joe Biden	25% (120)	28% (137)	12% (59)	23% (112)	8% (39)	4% (21)	487
2020 Vote: Donald Trump	12% (41)	16% (58)	15% (54)	41% (145)	10% (35)	5% (19)	354
2020 Vote: Didn't Vote	26% (70)	20% (53)	15% (40)	18% (49)	13% (35)	9% (25)	272

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Table MCEN6_2: How interested are you in seeing the following upcoming films in theaters?
The Little Mermaid

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	21% (238)	22% (253)	14% (158)	27% (317)	10% (120)	6% (73)	1158
2018 House Vote: Democrat	25% (105)	30% (127)	12% (48)	21% (86)	7% (30)	5% (21)	417
2018 House Vote: Republican	11% (33)	16% (48)	12% (34)	46% (132)	11% (31)	4% (12)	289
2018 House Vote: Didnt Vote	23% (98)	17% (72)	17% (72)	21% (87)	13% (54)	9% (37)	420
4-Region: Northeast	22% (42)	21% (41)	15% (30)	29% (56)	7% (14)	5% (10)	194
4-Region: Midwest	14% (35)	20% (52)	17% (42)	33% (83)	10% (25)	7% (17)	253
4-Region: South	21% (90)	22% (95)	12% (53)	26% (110)	14% (58)	5% (21)	427
4-Region: West	25% (71)	23% (64)	12% (33)	24% (67)	8% (22)	9% (25)	283
Film Fan	21% (218)	23% (241)	13% (138)	26% (269)	10% (106)	5% (55)	1028
Avid Film Fan	30% (125)	24% (99)	11% (45)	20% (82)	11% (46)	5% (21)	418
Went to Theaters 1+ Times in Past Month	30% (142)	28% (136)	13% (62)	16% (75)	7% (35)	6% (30)	480
Went to Theaters 3+ Times in Past Month	40% (77)	32% (62)	8% (16)	8% (16)	6% (11)	6% (12)	195
Went to Theaters Once/Month or more in Past Year	37% (85)	26% (59)	11% (25)	13% (30)	4% (9)	9% (20)	229
Went to Theaters Once Every 2 Months or less in Past Year	16% (134)	22% (186)	15% (127)	31% (268)	11% (93)	6% (48)	856

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

Table MCEN6_3: How interested are you in seeing the following upcoming films in theaters?

The Machine

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	12% (137)	14% (170)	10% (120)	15% (180)	7% (85)	41% (488)	1179
Gender: Male	19% (106)	20% (115)	11% (60)	13% (70)	6% (36)	31% (174)	566
Gender: Female	5% (30)	9% (55)	10% (60)	18% (108)	8% (48)	51% (313)	615
Age: 18-34	17% (58)	16% (57)	8% (28)	11% (38)	7% (26)	41% (144)	353
Age: 35-44	17% (35)	23% (46)	9% (18)	15% (31)	6% (11)	30% (61)	202
Age: 45-64	10% (37)	13% (48)	10% (35)	16% (58)	8% (30)	43% (159)	367
Age: 65+	3% (7)	7% (18)	15% (38)	21% (54)	7% (18)	48% (123)	255
GenZers: 1997-2012	15% (22)	10% (15)	8% (12)	14% (21)	6% (10)	47% (71)	151
Millennials: 1981-1996	18% (68)	23% (85)	8% (31)	11% (40)	7% (27)	33% (124)	376
GenXers: 1965-1980	12% (35)	14% (41)	8% (23)	16% (47)	7% (22)	43% (124)	291
Baby Boomers: 1946-1964	3% (11)	8% (27)	16% (52)	19% (66)	7% (24)	47% (157)	337
PID: Dem (no lean)	17% (89)	17% (89)	9% (48)	12% (64)	7% (34)	37% (189)	514
PID: Ind (no lean)	6% (22)	10% (35)	8% (29)	17% (60)	8% (26)	50% (173)	345
PID: Rep (no lean)	8% (25)	14% (46)	13% (42)	18% (57)	7% (24)	39% (126)	320
PID/Gender: Dem Men	27% (75)	22% (61)	10% (27)	9% (24)	5% (13)	28% (78)	278
PID/Gender: Dem Women	6% (15)	12% (29)	9% (21)	17% (39)	9% (21)	47% (111)	236
PID/Gender: Ind Men	9% (13)	15% (22)	9% (13)	20% (28)	9% (13)	38% (53)	141
PID/Gender: Ind Women	4% (9)	7% (13)	8% (16)	15% (30)	7% (14)	59% (119)	203
PID/Gender: Rep Men	13% (18)	23% (33)	14% (20)	13% (19)	7% (10)	30% (43)	143
PID/Gender: Rep Women	4% (7)	7% (13)	12% (22)	22% (38)	8% (14)	47% (83)	177
Ideo: Liberal (1-3)	16% (60)	14% (49)	8% (30)	13% (48)	6% (22)	43% (155)	365
Ideo: Moderate (4)	8% (31)	14% (50)	11% (42)	17% (61)	7% (25)	43% (156)	365
Ideo: Conservative (5-7)	12% (41)	16% (54)	11% (39)	16% (56)	8% (28)	37% (130)	350
Educ: < College	10% (75)	13% (98)	10% (76)	17% (129)	7% (58)	43% (333)	769
Educ: Bachelors degree	8% (22)	18% (45)	9% (24)	14% (37)	7% (19)	43% (110)	256
Educ: Post-grad	26% (39)	17% (27)	13% (20)	10% (15)	5% (8)	29% (44)	154
Income: Under 50k	9% (59)	13% (80)	10% (63)	17% (108)	8% (51)	42% (267)	629
Income: 50k-100k	11% (38)	15% (50)	10% (34)	14% (47)	7% (24)	44% (149)	342
Income: 100k+	19% (39)	19% (40)	11% (23)	12% (26)	4% (9)	35% (72)	208
Ethnicity: White	12% (107)	13% (122)	10% (92)	17% (153)	6% (59)	42% (393)	926

Continued on next page

Table MCEN6_3: How interested are you in seeing the following upcoming films in theaters?
The Machine

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	12% (137)	14% (170)	10% (120)	15% (180)	7% (85)	41% (488)	1179
Ethnicity: Hispanic	12% (26)	13% (28)	7% (16)	11% (25)	6% (14)	50% (111)	220
Ethnicity: Black	13% (19)	23% (33)	12% (17)	10% (14)	13% (18)	30% (43)	143
Ethnicity: Other	10% (11)	14% (16)	9% (10)	12% (13)	7% (8)	47% (52)	110
All Christian	10% (49)	13% (66)	12% (59)	17% (86)	8% (39)	42% (215)	515
All Non-Christian	39% (51)	20% (26)	9% (11)	6% (8)	5% (7)	21% (27)	130
Atheist	8% (4)	15% (8)	6% (3)	17% (9)	3% (2)	50% (26)	51
Agnostic/Nothing in particular	5% (14)	15% (46)	8% (25)	17% (50)	7% (21)	48% (145)	301
Something Else	10% (18)	13% (24)	11% (21)	15% (28)	8% (15)	42% (76)	181
Religious Non-Protestant/Catholic	37% (52)	22% (30)	9% (12)	6% (9)	7% (10)	19% (27)	140
Evangelical	13% (35)	15% (40)	11% (30)	16% (43)	5% (13)	42% (116)	278
Non-Evangelical	7% (28)	11% (43)	12% (49)	17% (70)	9% (37)	43% (174)	400
Community: Urban	21% (78)	21% (77)	11% (40)	11% (39)	8% (29)	28% (101)	365
Community: Suburban	7% (33)	11% (57)	10% (50)	17% (85)	6% (32)	49% (243)	500
Community: Rural	8% (25)	12% (36)	9% (29)	18% (57)	7% (23)	46% (143)	314
Employ: Private Sector	17% (72)	17% (69)	9% (38)	12% (50)	7% (30)	38% (158)	417
Employ: Government	22% (17)	15% (12)	11% (8)	21% (16)	3% (2)	28% (22)	76
Employ: Self-Employed	16% (15)	16% (15)	12% (11)	16% (15)	11% (10)	29% (27)	93
Employ: Homemaker	5% (4)	17% (13)	5% (4)	15% (12)	7% (6)	52% (42)	81
Employ: Retired	3% (8)	9% (25)	16% (42)	23% (60)	6% (16)	42% (110)	260
Employ: Unemployed	10% (13)	13% (17)	5% (7)	13% (16)	6% (8)	52% (67)	127
Employ: Other	7% (5)	15% (12)	10% (8)	9% (7)	12% (9)	47% (36)	77
Military HH: Yes	20% (23)	14% (17)	6% (8)	13% (16)	1% (1)	45% (52)	116
Military HH: No	11% (113)	14% (154)	11% (112)	15% (165)	8% (83)	41% (436)	1063
2022 House Vote: Democrat	17% (88)	17% (89)	10% (53)	12% (64)	7% (38)	36% (189)	521
2022 House Vote: Republican	7% (22)	14% (44)	11% (33)	19% (57)	7% (22)	42% (128)	305
2022 House Vote: Didn't Vote	8% (26)	10% (31)	10% (32)	17% (55)	7% (24)	48% (157)	326
2020 Vote: Joe Biden	15% (78)	18% (93)	10% (50)	11% (59)	8% (41)	38% (196)	516
2020 Vote: Donald Trump	8% (27)	14% (47)	11% (38)	20% (67)	5% (18)	43% (148)	344
2020 Vote: Didn't Vote	11% (31)	10% (28)	11% (31)	17% (50)	9% (25)	43% (122)	286

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Table MCEN6_3: How interested are you in seeing the following upcoming films in theaters?

The Machine

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	12% (137)	14% (170)	10% (120)	15% (180)	7% (85)	41% (488)	1179
2018 House Vote: Democrat	16% (68)	17% (73)	11% (47)	11% (47)	6% (26)	39% (166)	426
2018 House Vote: Republican	8% (22)	13% (38)	10% (29)	22% (63)	6% (18)	41% (118)	288
2018 House Vote: Didnt Vote	10% (46)	13% (56)	10% (42)	16% (69)	8% (36)	43% (191)	440
4-Region: Northeast	16% (30)	17% (33)	9% (17)	16% (30)	8% (16)	34% (65)	191
4-Region: Midwest	10% (24)	13% (33)	12% (29)	17% (43)	5% (13)	44% (111)	254
4-Region: South	11% (48)	12% (53)	8% (35)	18% (80)	8% (36)	44% (200)	453
4-Region: West	12% (35)	18% (51)	13% (37)	10% (27)	7% (20)	40% (112)	282
Film Fan	12% (127)	16% (161)	11% (110)	13% (135)	8% (78)	40% (416)	1026
Avid Film Fan	21% (90)	19% (79)	11% (48)	11% (44)	9% (36)	29% (123)	420
Went to Theaters 1+ Times in Past Month	23% (110)	19% (91)	11% (55)	8% (37)	8% (39)	31% (152)	484
Went to Theaters 3+ Times in Past Month	40% (79)	23% (45)	11% (21)	5% (10)	7% (14)	14% (27)	196
Went to Theaters Once/Month or more in Past Year	32% (71)	26% (58)	12% (28)	5% (10)	9% (21)	16% (36)	224
Went to Theaters Once Every 2 Months or less in Past Year	7% (58)	11% (102)	9% (84)	18% (162)	6% (55)	48% (432)	892

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

Table MCEN6_4: How interested are you in seeing the following upcoming films in theaters?
The Boogeyman

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	21% (242)	16% (192)	11% (123)	24% (281)	7% (80)	21% (246)	1164
Gender: Male	25% (150)	23% (134)	11% (66)	19% (115)	5% (30)	17% (100)	594
Gender: Female	16% (93)	10% (57)	10% (56)	29% (167)	9% (50)	26% (146)	569
Age: 18-34	30% (98)	20% (64)	9% (31)	14% (47)	10% (32)	17% (55)	327
Age: 35-44	29% (57)	17% (34)	17% (33)	15% (30)	5% (10)	16% (32)	197
Age: 45-64	20% (81)	19% (78)	8% (32)	27% (109)	5% (21)	20% (82)	403
Age: 65+	3% (7)	7% (16)	11% (26)	40% (95)	7% (17)	32% (76)	236
GenZers: 1997-2012	27% (36)	17% (22)	11% (15)	16% (22)	12% (16)	17% (23)	135
Millennials: 1981-1996	32% (112)	18% (64)	13% (44)	14% (47)	6% (22)	17% (58)	347
GenXers: 1965-1980	21% (69)	22% (70)	8% (27)	24% (77)	6% (20)	19% (62)	323
Baby Boomers: 1946-1964	8% (26)	10% (32)	10% (33)	39% (124)	7% (22)	26% (85)	322
PID: Dem (no lean)	25% (127)	22% (111)	10% (53)	18% (93)	7% (35)	17% (85)	505
PID: Ind (no lean)	17% (56)	11% (35)	11% (37)	27% (91)	7% (24)	27% (88)	333
PID: Rep (no lean)	18% (59)	14% (45)	10% (33)	30% (97)	6% (21)	22% (72)	328
PID/Gender: Dem Men	32% (90)	29% (82)	8% (22)	14% (38)	5% (14)	12% (34)	288
PID/Gender: Dem Women	17% (37)	13% (29)	14% (31)	24% (55)	9% (21)	23% (51)	224
PID/Gender: Ind Men	20% (30)	15% (23)	14% (22)	26% (39)	4% (7)	21% (31)	152
PID/Gender: Ind Women	14% (26)	7% (12)	9% (15)	29% (52)	10% (17)	32% (57)	178
PID/Gender: Rep Men	18% (29)	18% (29)	14% (23)	23% (37)	6% (9)	21% (34)	163
PID/Gender: Rep Women	18% (30)	10% (17)	6% (10)	36% (60)	7% (12)	23% (38)	167
Ideo: Liberal (1-3)	19% (70)	21% (77)	10% (37)	22% (80)	7% (27)	20% (73)	363
Ideo: Moderate (4)	24% (83)	16% (54)	12% (40)	22% (75)	8% (26)	19% (67)	346
Ideo: Conservative (5-7)	21% (75)	13% (47)	11% (38)	28% (99)	5% (18)	22% (80)	356
Educ: < College	21% (160)	17% (129)	10% (77)	24% (179)	8% (57)	19% (142)	744
Educ: Bachelors degree	15% (40)	15% (39)	10% (26)	28% (73)	6% (16)	26% (67)	263
Educ: Post-grad	27% (43)	15% (24)	12% (19)	18% (29)	4% (6)	23% (37)	158
Income: Under 50k	21% (135)	17% (107)	10% (62)	23% (148)	7% (47)	22% (140)	638
Income: 50k-100k	20% (65)	15% (50)	10% (34)	29% (94)	7% (22)	20% (66)	333
Income: 100k+	22% (43)	18% (35)	14% (27)	20% (39)	6% (12)	21% (40)	196
Ethnicity: White	18% (160)	16% (138)	9% (81)	27% (236)	7% (61)	23% (196)	872

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Table MCEN6_4: How interested are you in seeing the following upcoming films in theaters?
The Boogeyman

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	21% (242)	16% (192)	11% (123)	24% (281)	7% (80)	21% (246)	1164
Ethnicity: Hispanic	30% (51)	24% (40)	8% (14)	19% (32)	7% (12)	12% (21)	169
Ethnicity: Black	33% (55)	17% (28)	13% (22)	13% (21)	8% (14)	15% (25)	166
Ethnicity: Other	21% (27)	20% (25)	16% (20)	19% (24)	4% (5)	19% (24)	126
All Christian	18% (91)	15% (75)	11% (54)	28% (141)	6% (32)	21% (103)	494
All Non-Christian	42% (53)	25% (32)	8% (9)	12% (16)	4% (5)	9% (12)	126
Atheist	10% (5)	19% (10)	— (0)	18% (9)	3% (2)	50% (26)	52
Agnostic/Nothing in particular	19% (58)	15% (45)	12% (37)	24% (75)	9% (29)	21% (65)	309
Something Else	20% (36)	16% (30)	13% (23)	22% (41)	7% (13)	22% (41)	183
Religious Non-Protestant/Catholic	38% (53)	25% (35)	8% (11)	15% (21)	4% (6)	9% (13)	139
Evangelical	22% (60)	13% (35)	11% (31)	28% (76)	7% (19)	20% (57)	277
Non-Evangelical	17% (63)	17% (66)	11% (43)	26% (98)	6% (25)	22% (85)	379
Community: Urban	33% (117)	21% (77)	9% (32)	16% (56)	5% (19)	16% (58)	358
Community: Suburban	14% (72)	13% (66)	12% (62)	28% (145)	8% (43)	25% (126)	514
Community: Rural	18% (53)	17% (49)	10% (29)	28% (81)	6% (18)	21% (62)	291
Employ: Private Sector	27% (111)	20% (84)	10% (42)	19% (80)	6% (26)	17% (70)	414
Employ: Government	34% (27)	12% (10)	14% (12)	22% (18)	9% (7)	9% (7)	81
Employ: Self-Employed	25% (23)	21% (20)	10% (9)	17% (15)	7% (6)	20% (19)	93
Employ: Homemaker	27% (20)	10% (7)	9% (7)	15% (11)	16% (12)	22% (16)	73
Employ: Retired	4% (12)	12% (31)	11% (29)	38% (102)	5% (13)	30% (81)	267
Employ: Unemployed	18% (22)	21% (25)	9% (11)	22% (26)	8% (9)	22% (27)	120
Employ: Other	22% (17)	12% (9)	12% (9)	28% (21)	3% (2)	24% (18)	77
Military HH: Yes	18% (24)	22% (29)	10% (12)	24% (31)	8% (10)	18% (23)	129
Military HH: No	21% (219)	16% (163)	11% (111)	24% (250)	7% (70)	22% (223)	1035
2022 House Vote: Democrat	23% (123)	21% (112)	12% (62)	18% (96)	7% (35)	18% (94)	522
2022 House Vote: Republican	15% (46)	15% (44)	9% (26)	33% (98)	5% (14)	24% (71)	298
2022 House Vote: Didn't Vote	22% (70)	11% (33)	11% (34)	25% (78)	8% (25)	23% (71)	312
2020 Vote: Joe Biden	24% (120)	20% (102)	11% (58)	20% (102)	7% (35)	18% (93)	511
2020 Vote: Donald Trump	17% (61)	14% (48)	9% (31)	32% (112)	3% (12)	24% (84)	349
2020 Vote: Didn't Vote	22% (58)	14% (38)	13% (34)	20% (55)	10% (27)	21% (55)	267

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Table MCEN6_4: How interested are you in seeing the following upcoming films in theaters?
The Boogeyman

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	21% (242)	16% (192)	11% (123)	24% (281)	7% (80)	21% (246)	1164
2018 House Vote: Democrat	23% (99)	21% (88)	12% (49)	19% (79)	7% (29)	19% (79)	423
2018 House Vote: Republican	16% (43)	12% (34)	9% (24)	35% (97)	4% (10)	25% (71)	279
2018 House Vote: Didnt Vote	23% (98)	16% (68)	11% (46)	22% (96)	8% (35)	21% (89)	430
4-Region: Northeast	25% (48)	15% (28)	10% (20)	23% (42)	7% (13)	20% (37)	188
4-Region: Midwest	17% (41)	13% (32)	8% (19)	32% (78)	8% (19)	22% (54)	243
4-Region: South	21% (94)	16% (72)	9% (41)	25% (113)	7% (33)	21% (96)	449
4-Region: West	21% (59)	21% (59)	15% (43)	17% (48)	5% (15)	21% (59)	284
Film Fan	22% (228)	18% (183)	11% (114)	23% (239)	7% (67)	19% (198)	1030
Avid Film Fan	32% (126)	20% (79)	11% (44)	20% (79)	6% (24)	12% (47)	398
Went to Theaters 1+ Times in Past Month	29% (139)	19% (91)	13% (63)	17% (82)	7% (32)	14% (68)	475
Went to Theaters 3+ Times in Past Month	45% (86)	19% (36)	11% (21)	9% (17)	8% (15)	7% (13)	189
Went to Theaters Once/Month or more in Past Year	41% (98)	18% (44)	13% (32)	10% (24)	7% (17)	11% (26)	242
Went to Theaters Once Every 2 Months or less in Past Year	15% (133)	16% (135)	10% (83)	29% (249)	7% (59)	23% (201)	859

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

Table MCEN6_5: How interested are you in seeing the following upcoming films in theaters?
Spider-Man: Across the Spider-Verse

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	25% (296)	25% (289)	13% (150)	22% (255)	7% (83)	8% (97)	1170
Gender: Male	33% (191)	27% (153)	13% (77)	15% (86)	5% (28)	7% (41)	576
Gender: Female	17% (103)	23% (136)	12% (73)	28% (168)	9% (55)	9% (56)	594
Age: 18-34	39% (125)	26% (83)	8% (26)	11% (34)	8% (25)	8% (24)	317
Age: 35-44	39% (75)	23% (44)	12% (22)	15% (30)	5% (10)	6% (12)	193
Age: 45-64	19% (77)	30% (121)	14% (58)	23% (93)	6% (26)	8% (31)	405
Age: 65+	8% (20)	16% (42)	17% (43)	39% (98)	9% (23)	11% (29)	255
GenZers: 1997-2012	40% (57)	26% (37)	7% (10)	13% (18)	8% (11)	6% (8)	140
Millennials: 1981-1996	39% (130)	25% (85)	10% (34)	12% (40)	6% (21)	8% (26)	336
GenXers: 1965-1980	24% (75)	30% (93)	14% (42)	21% (66)	5% (15)	6% (19)	315
Baby Boomers: 1946-1964	10% (33)	19% (68)	17% (61)	34% (119)	8% (28)	11% (40)	348
PID: Dem (no lean)	35% (160)	27% (126)	11% (49)	15% (67)	6% (28)	7% (31)	460
PID: Ind (no lean)	20% (69)	22% (78)	15% (54)	25% (89)	8% (28)	9% (32)	358
PID: Rep (no lean)	19% (67)	24% (85)	13% (47)	28% (99)	8% (27)	9% (33)	358
PID/Gender: Dem Men	43% (114)	29% (77)	11% (28)	7% (18)	4% (10)	6% (16)	262
PID/Gender: Dem Women	23% (46)	25% (49)	10% (20)	25% (48)	9% (18)	8% (15)	197
PID/Gender: Ind Men	23% (33)	23% (34)	19% (28)	20% (29)	6% (8)	9% (13)	144
PID/Gender: Ind Women	17% (34)	22% (45)	13% (27)	29% (61)	10% (20)	9% (19)	206
PID/Gender: Rep Men	26% (44)	25% (43)	12% (21)	23% (40)	6% (10)	7% (12)	170
PID/Gender: Rep Women	12% (23)	22% (42)	14% (26)	31% (59)	9% (17)	11% (21)	188
Ideo: Liberal (1-3)	31% (108)	28% (98)	12% (42)	16% (55)	6% (20)	7% (24)	347
Ideo: Moderate (4)	25% (85)	24% (83)	14% (48)	21% (73)	7% (26)	8% (27)	343
Ideo: Conservative (5-7)	21% (80)	23% (87)	15% (57)	26% (99)	7% (29)	8% (32)	384
Educ: < College	24% (180)	25% (189)	11% (87)	23% (179)	8% (63)	9% (65)	764
Educ: Bachelors degree	23% (58)	25% (64)	17% (43)	22% (57)	6% (16)	6% (14)	253
Educ: Post-grad	38% (58)	23% (35)	13% (20)	12% (19)	3% (4)	11% (17)	153
Income: Under 50k	21% (136)	25% (161)	12% (73)	25% (155)	8% (52)	9% (56)	632
Income: 50k-100k	23% (75)	28% (93)	16% (53)	20% (68)	6% (19)	7% (24)	333
Income: 100k+	42% (85)	17% (35)	12% (24)	16% (32)	6% (12)	8% (17)	205
Ethnicity: White	24% (210)	22% (190)	13% (112)	25% (224)	8% (68)	9% (81)	884

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Table MCEN6_5: How interested are you in seeing the following upcoming films in theaters?
Spider-Man: Across the Spider-Verse

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	25% (296)	25% (289)	13% (150)	22% (255)	7% (83)	8% (97)	1170
Ethnicity: Hispanic	41% (73)	23% (40)	9% (16)	11% (19)	7% (12)	9% (16)	176
Ethnicity: Black	36% (56)	33% (51)	11% (17)	10% (16)	4% (6)	6% (9)	155
Ethnicity: Other	23% (31)	36% (48)	16% (22)	12% (16)	6% (8)	6% (7)	131
All Christian	22% (111)	26% (132)	14% (70)	22% (113)	8% (42)	7% (36)	505
All Non-Christian	45% (60)	24% (32)	7% (9)	10% (13)	3% (4)	11% (15)	133
Atheist	44% (25)	19% (11)	12% (7)	13% (7)	4% (2)	7% (4)	56
Agnostic/Nothing in particular	24% (66)	24% (65)	12% (31)	25% (68)	6% (15)	9% (25)	271
Something Else	17% (34)	24% (48)	16% (32)	27% (54)	10% (20)	8% (17)	205
Religious Non-Protestant/Catholic	45% (62)	24% (33)	7% (9)	11% (15)	3% (4)	11% (15)	137
Evangelical	20% (63)	29% (90)	14% (43)	23% (70)	7% (22)	7% (21)	309
Non-Evangelical	21% (80)	22% (85)	15% (59)	24% (94)	10% (37)	8% (32)	387
Community: Urban	39% (140)	21% (76)	9% (32)	17% (61)	7% (25)	6% (21)	357
Community: Suburban	21% (114)	27% (145)	15% (83)	24% (130)	5% (29)	8% (44)	546
Community: Rural	16% (42)	25% (68)	13% (34)	24% (64)	11% (28)	12% (31)	268
Employ: Private Sector	35% (139)	28% (111)	13% (51)	15% (59)	5% (18)	6% (24)	402
Employ: Government	48% (40)	15% (12)	12% (10)	13% (11)	6% (5)	6% (5)	82
Employ: Self-Employed	32% (31)	31% (30)	12% (11)	13% (12)	7% (7)	6% (6)	97
Employ: Homemaker	34% (23)	23% (16)	9% (6)	19% (13)	12% (8)	3% (2)	68
Employ: Retired	9% (25)	18% (51)	17% (48)	36% (100)	8% (23)	11% (30)	278
Employ: Unemployed	16% (22)	24% (34)	12% (17)	28% (38)	10% (13)	10% (14)	137
Employ: Other	7% (5)	34% (24)	7% (5)	24% (17)	8% (6)	19% (14)	71
Military HH: Yes	29% (40)	16% (23)	17% (23)	20% (27)	8% (12)	10% (13)	137
Military HH: No	25% (257)	26% (266)	12% (127)	22% (228)	7% (71)	8% (84)	1033
2022 House Vote: Democrat	35% (164)	25% (117)	12% (55)	16% (73)	6% (28)	6% (28)	465
2022 House Vote: Republican	18% (67)	18% (67)	16% (57)	32% (118)	7% (24)	9% (32)	365
2022 House Vote: Didn't Vote	18% (54)	31% (95)	12% (37)	19% (56)	10% (29)	10% (32)	303
2020 Vote: Joe Biden	33% (161)	26% (128)	13% (65)	16% (79)	6% (29)	6% (29)	491
2020 Vote: Donald Trump	19% (72)	23% (88)	13% (52)	30% (116)	8% (30)	8% (31)	388
2020 Vote: Didn't Vote	21% (54)	26% (67)	12% (32)	21% (55)	9% (23)	11% (29)	260

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Table MCEN6_5: How interested are you in seeing the following upcoming films in theaters?
Spider-Man: Across the Spider-Verse

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	25% (296)	25% (289)	13% (150)	22% (255)	7% (83)	8% (97)	1170
2018 House Vote: Democrat	31% (125)	28% (112)	15% (61)	14% (55)	5% (21)	6% (25)	399
2018 House Vote: Republican	19% (62)	19% (61)	16% (51)	32% (103)	7% (23)	8% (25)	326
2018 House Vote: Didnt Vote	23% (94)	27% (110)	9% (37)	22% (92)	9% (36)	11% (44)	412
4-Region: Northeast	32% (61)	17% (32)	15% (28)	23% (44)	5% (10)	8% (16)	190
4-Region: Midwest	18% (44)	25% (63)	12% (30)	29% (71)	7% (18)	8% (21)	247
4-Region: South	24% (107)	26% (116)	12% (51)	22% (98)	7% (33)	8% (36)	441
4-Region: West	29% (85)	27% (78)	14% (41)	14% (42)	8% (22)	8% (24)	292
Film Fan	27% (277)	26% (271)	14% (140)	20% (206)	7% (67)	6% (64)	1025
Avid Film Fan	39% (150)	27% (101)	10% (38)	14% (53)	5% (19)	5% (19)	380
Went to Theaters 1+ Times in Past Month	42% (202)	23% (112)	10% (48)	13% (64)	6% (26)	5% (24)	477
Went to Theaters 3+ Times in Past Month	57% (115)	23% (47)	4% (9)	8% (16)	3% (7)	5% (10)	203
Went to Theaters Once/Month or more in Past Year	53% (122)	21% (49)	7% (16)	9% (20)	5% (11)	5% (12)	231
Went to Theaters Once Every 2 Months or less in Past Year	19% (164)	25% (220)	15% (131)	26% (224)	8% (68)	8% (70)	876

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

Table MCEN6_6: How interested are you in seeing the following upcoming films in theaters?
Transformers: Rise of the Beasts

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	26% (303)	18% (208)	13% (158)	24% (280)	8% (91)	12% (140)	1188
Gender: Male	34% (190)	22% (123)	11% (63)	17% (96)	7% (37)	9% (48)	557
Gender: Female	18% (114)	14% (85)	15% (95)	29% (182)	9% (54)	15% (92)	623
Age: 18-34	36% (126)	16% (56)	13% (47)	16% (54)	10% (35)	9% (32)	350
Age: 35-44	37% (74)	22% (44)	10% (21)	17% (34)	5% (11)	9% (18)	202
Age: 45-64	26% (96)	23% (83)	13% (48)	21% (78)	5% (20)	11% (39)	363
Age: 65+	3% (8)	10% (26)	16% (42)	43% (113)	10% (26)	19% (52)	266
GenZers: 1997-2012	31% (44)	15% (21)	10% (15)	17% (24)	15% (21)	11% (15)	140
Millennials: 1981-1996	40% (153)	19% (72)	14% (52)	14% (53)	5% (21)	8% (29)	379
GenXers: 1965-1980	28% (79)	28% (79)	8% (21)	22% (61)	5% (15)	10% (28)	284
Baby Boomers: 1946-1964	8% (28)	10% (33)	19% (65)	38% (129)	8% (29)	17% (59)	344
PID: Dem (no lean)	32% (158)	20% (98)	13% (66)	20% (97)	6% (29)	10% (50)	498
PID: Ind (no lean)	20% (69)	17% (58)	12% (40)	27% (94)	12% (41)	14% (47)	349
PID: Rep (no lean)	23% (77)	16% (52)	15% (51)	27% (89)	7% (22)	13% (43)	334
PID/Gender: Dem Men	42% (111)	24% (64)	12% (32)	11% (29)	5% (13)	5% (13)	263
PID/Gender: Dem Women	20% (47)	14% (34)	15% (34)	29% (68)	6% (15)	16% (37)	235
PID/Gender: Ind Men	24% (34)	20% (27)	10% (14)	21% (29)	11% (15)	14% (20)	139
PID/Gender: Ind Women	17% (35)	15% (31)	12% (26)	31% (65)	12% (25)	13% (27)	209
PID/Gender: Rep Men	29% (45)	21% (32)	11% (16)	25% (39)	5% (8)	9% (15)	155
PID/Gender: Rep Women	18% (32)	11% (20)	19% (35)	28% (49)	8% (14)	16% (28)	178
Ideo: Liberal (1-3)	28% (101)	17% (62)	11% (38)	24% (86)	7% (26)	13% (47)	360
Ideo: Moderate (4)	29% (110)	18% (67)	15% (58)	16% (61)	11% (40)	11% (41)	376
Ideo: Conservative (5-7)	22% (75)	18% (63)	12% (43)	31% (109)	5% (18)	12% (41)	350
Educ: < College	27% (206)	19% (145)	13% (103)	22% (174)	8% (59)	12% (91)	778
Educ: Bachelors degree	19% (49)	17% (44)	14% (36)	30% (77)	8% (20)	11% (28)	254
Educ: Post-grad	32% (48)	13% (20)	13% (19)	19% (28)	8% (12)	14% (21)	149
Income: Under 50k	24% (147)	17% (108)	15% (91)	23% (140)	10% (59)	12% (73)	619
Income: 50k-100k	25% (94)	19% (71)	13% (48)	26% (96)	5% (19)	11% (42)	370
Income: 100k+	33% (63)	15% (29)	10% (18)	22% (43)	7% (13)	13% (25)	192
Ethnicity: White	23% (211)	17% (153)	15% (138)	26% (242)	8% (70)	12% (106)	919

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Table MCEN6_6: How interested are you in seeing the following upcoming films in theaters?

Transformers: Rise of the Beasts

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	26% (303)	18% (208)	13% (158)	24% (280)	8% (91)	12% (140)	1181
Ethnicity: Hispanic	36% (79)	14% (31)	19% (42)	14% (30)	7% (16)	10% (23)	221
Ethnicity: Black	40% (57)	20% (28)	8% (11)	13% (19)	7% (10)	12% (17)	143
Ethnicity: Other	30% (35)	23% (28)	7% (9)	15% (18)	9% (11)	15% (18)	119
All Christian	24% (132)	16% (86)	14% (74)	27% (149)	6% (35)	12% (67)	544
All Non-Christian	46% (59)	18% (24)	6% (8)	10% (13)	7% (9)	12% (16)	130
Atheist	32% (19)	13% (8)	19% (11)	26% (15)	— (0)	10% (6)	58
Agnostic/Nothing in particular	23% (61)	19% (51)	14% (37)	19% (52)	13% (35)	12% (32)	268
Something Else	18% (33)	22% (40)	15% (28)	28% (51)	6% (11)	10% (19)	182
Religious Non-Protestant/Catholic	43% (60)	18% (25)	6% (9)	13% (18)	7% (9)	14% (19)	140
Evangelical	30% (90)	16% (49)	12% (37)	23% (70)	8% (25)	11% (32)	303
Non-Evangelical	18% (72)	19% (76)	15% (63)	31% (124)	5% (21)	12% (51)	408
Community: Urban	34% (132)	18% (68)	11% (41)	17% (64)	12% (45)	9% (35)	386
Community: Suburban	22% (116)	17% (88)	15% (77)	29% (149)	5% (27)	13% (66)	522
Community: Rural	20% (56)	19% (53)	15% (40)	24% (67)	7% (19)	14% (39)	274
Employ: Private Sector	33% (129)	20% (81)	13% (52)	18% (71)	4% (18)	12% (46)	397
Employ: Government	49% (44)	21% (19)	6% (5)	10% (9)	9% (8)	5% (4)	90
Employ: Self-Employed	34% (30)	23% (20)	7% (6)	14% (12)	13% (11)	10% (8)	87
Employ: Homemaker	23% (18)	20% (16)	12% (10)	26% (21)	7% (6)	12% (9)	79
Employ: Retired	7% (19)	10% (27)	16% (43)	42% (115)	9% (24)	16% (44)	272
Employ: Unemployed	21% (29)	14% (20)	20% (29)	26% (36)	10% (14)	9% (13)	142
Employ: Other	30% (22)	22% (17)	14% (10)	16% (12)	7% (5)	11% (9)	74
Military HH: Yes	34% (51)	11% (17)	12% (18)	29% (43)	4% (6)	10% (15)	151
Military HH: No	24% (252)	19% (191)	14% (140)	23% (237)	8% (85)	12% (126)	1030
2022 House Vote: Democrat	30% (152)	20% (100)	13% (67)	22% (113)	7% (35)	9% (45)	513
2022 House Vote: Republican	19% (64)	16% (54)	15% (52)	31% (105)	6% (21)	13% (44)	340
2022 House Vote: Didn't Vote	26% (80)	17% (51)	12% (36)	20% (60)	11% (34)	14% (44)	306
2020 Vote: Joe Biden	29% (151)	19% (100)	13% (67)	23% (118)	7% (36)	9% (45)	518
2020 Vote: Donald Trump	22% (80)	15% (53)	16% (60)	27% (99)	6% (21)	14% (49)	361
2020 Vote: Didn't Vote	26% (69)	18% (48)	10% (28)	21% (55)	12% (32)	13% (36)	269

Continued on next page

Table MCEN6_6: How interested are you in seeing the following upcoming films in theaters?
Transformers: Rise of the Beasts

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	26% (303)	18% (208)	13% (158)	24% (280)	8% (91)	12% (140)	1181
2018 House Vote: Democrat	28% (114)	21% (86)	12% (49)	24% (100)	6% (27)	9% (38)	413
2018 House Vote: Republican	22% (69)	15% (46)	14% (43)	29% (90)	6% (19)	14% (43)	311
2018 House Vote: Didnt Vote	26% (112)	17% (72)	14% (61)	20% (86)	10% (42)	13% (55)	428
4-Region: Northeast	25% (53)	11% (22)	15% (32)	27% (57)	10% (21)	13% (27)	213
4-Region: Midwest	27% (62)	14% (32)	12% (27)	28% (64)	6% (14)	13% (29)	228
4-Region: South	24% (104)	17% (75)	14% (61)	26% (112)	7% (32)	12% (51)	434
4-Region: West	28% (85)	26% (80)	12% (37)	15% (47)	8% (24)	11% (34)	307
Film Fan	28% (288)	18% (189)	14% (139)	23% (234)	7% (76)	10% (98)	1024
Avid Film Fan	35% (141)	18% (74)	13% (54)	18% (75)	6% (26)	9% (37)	406
Went to Theaters 1+ Times in Past Month	39% (197)	21% (104)	12% (60)	15% (75)	8% (40)	6% (28)	505
Went to Theaters 3+ Times in Past Month	52% (108)	20% (41)	7% (16)	8% (16)	10% (20)	4% (8)	209
Went to Theaters Once/Month or more in Past Year	46% (98)	22% (48)	11% (23)	10% (22)	6% (12)	6% (13)	216
Went to Theaters Once Every 2 Months or less in Past Year	21% (191)	17% (153)	13% (120)	27% (246)	8% (73)	13% (116)	900

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

Table MCEN6_7: How interested are you in seeing the following upcoming films in theaters?

The Blackening

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	9% (104)	14% (158)	9% (107)	19% (219)	6% (72)	43% (495)	1152
Gender: Male	12% (68)	16% (88)	12% (68)	20% (108)	6% (34)	34% (186)	552
Gender: Female	6% (36)	11% (69)	7% (39)	18% (111)	6% (38)	51% (309)	602
Age: 18-34	15% (46)	17% (53)	9% (26)	15% (46)	7% (20)	37% (115)	307
Age: 35-44	12% (24)	20% (40)	8% (16)	17% (34)	6% (13)	36% (71)	198
Age: 45-64	8% (32)	13% (50)	8% (29)	20% (78)	6% (21)	46% (176)	386
Age: 65+	1% (2)	6% (15)	14% (36)	23% (60)	7% (18)	51% (134)	264
GenZers: 1997-2012	14% (18)	12% (16)	8% (11)	18% (23)	5% (7)	42% (53)	126
Millennials: 1981-1996	15% (49)	21% (70)	8% (28)	15% (50)	7% (25)	34% (112)	334
GenXers: 1965-1980	9% (28)	12% (38)	8% (25)	19% (60)	6% (18)	46% (145)	313
Baby Boomers: 1946-1964	3% (9)	9% (30)	12% (42)	23% (80)	6% (21)	48% (166)	348
PID: Dem (no lean)	13% (64)	18% (84)	8% (40)	13% (62)	7% (32)	41% (195)	477
PID: Ind (no lean)	5% (17)	12% (42)	9% (31)	21% (76)	7% (23)	47% (166)	355
PID: Rep (no lean)	7% (23)	10% (32)	11% (36)	25% (81)	5% (17)	41% (134)	322
PID/Gender: Dem Men	18% (44)	20% (50)	9% (23)	13% (32)	6% (14)	33% (81)	245
PID/Gender: Dem Women	9% (20)	15% (34)	7% (17)	13% (29)	8% (18)	49% (114)	232
PID/Gender: Ind Men	6% (8)	12% (18)	14% (21)	27% (40)	6% (8)	35% (52)	148
PID/Gender: Ind Women	4% (8)	11% (24)	5% (10)	17% (36)	7% (15)	55% (114)	207
PID/Gender: Rep Men	9% (15)	13% (21)	15% (24)	22% (36)	7% (12)	33% (53)	160
PID/Gender: Rep Women	5% (8)	7% (11)	7% (12)	28% (45)	3% (6)	50% (81)	163
Ideo: Liberal (1-3)	12% (46)	17% (64)	7% (27)	15% (55)	6% (23)	44% (165)	378
Ideo: Moderate (4)	7% (25)	14% (47)	11% (36)	17% (57)	8% (27)	43% (147)	338
Ideo: Conservative (5-7)	10% (33)	10% (35)	10% (36)	26% (88)	6% (19)	39% (134)	343
Educ: < College	8% (60)	13% (105)	9% (69)	19% (149)	7% (54)	44% (341)	778
Educ: Bachelors degree	8% (19)	14% (33)	10% (24)	22% (52)	6% (13)	40% (93)	235
Educ: Post-grad	17% (25)	14% (20)	10% (14)	13% (19)	4% (5)	42% (61)	143
Income: Under 50k	6% (36)	13% (83)	9% (54)	21% (129)	6% (36)	46% (290)	629
Income: 50k-100k	11% (39)	14% (47)	11% (37)	17% (58)	9% (30)	40% (137)	347
Income: 100k+	16% (29)	15% (28)	9% (17)	18% (32)	3% (6)	38% (68)	179
Ethnicity: White	9% (78)	12% (112)	8% (72)	21% (186)	5% (48)	45% (400)	896

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Table MCEN6_7: How interested are you in seeing the following upcoming films in theaters?
The Blackening

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	9% (104)	14% (158)	9% (107)	19% (219)	6% (72)	43% (495)	1155
Ethnicity: Hispanic	16% (33)	13% (27)	2% (5)	20% (40)	4% (9)	44% (89)	203
Ethnicity: Black	17% (25)	20% (28)	16% (22)	10% (14)	11% (15)	27% (38)	141
Ethnicity: Other	1% (1)	16% (18)	11% (13)	16% (19)	8% (9)	49% (58)	119
All Christian	7% (34)	12% (61)	9% (47)	22% (113)	5% (26)	45% (230)	512
All Non-Christian	28% (33)	19% (22)	7% (8)	16% (19)	4% (5)	26% (30)	118
Atheist	9% (6)	20% (12)	4% (2)	8% (5)	1% (1)	57% (34)	59
Agnostic/Nothing in particular	4% (10)	12% (34)	8% (23)	15% (42)	9% (26)	52% (146)	279
Something Else	11% (21)	15% (29)	14% (26)	22% (41)	8% (15)	30% (56)	187
Religious Non-Protestant/Catholic	26% (33)	17% (22)	10% (13)	17% (21)	5% (6)	25% (32)	128
Evangelical	10% (28)	14% (41)	11% (32)	23% (64)	7% (19)	35% (101)	284
Non-Evangelical	6% (25)	12% (48)	9% (36)	22% (86)	5% (21)	46% (181)	397
Community: Urban	17% (59)	19% (65)	8% (27)	16% (56)	9% (30)	32% (113)	351
Community: Suburban	5% (28)	13% (63)	11% (56)	18% (94)	5% (24)	48% (241)	506
Community: Rural	6% (17)	10% (29)	8% (24)	23% (70)	6% (19)	47% (141)	298
Employ: Private Sector	12% (46)	18% (70)	7% (28)	18% (67)	7% (27)	37% (142)	381
Employ: Government	15% (11)	15% (12)	8% (6)	18% (14)	9% (7)	36% (28)	79
Employ: Self-Employed	16% (14)	14% (12)	17% (15)	13% (12)	5% (4)	35% (31)	88
Employ: Homemaker	7% (5)	15% (11)	4% (3)	19% (14)	4% (3)	50% (36)	71
Employ: Retired	1% (4)	6% (18)	13% (38)	26% (71)	6% (17)	47% (132)	279
Employ: Unemployed	10% (14)	12% (16)	4% (6)	23% (32)	4% (6)	47% (65)	138
Employ: Other	5% (5)	17% (14)	14% (12)	6% (5)	8% (6)	50% (41)	83
Military HH: Yes	7% (9)	10% (13)	8% (11)	32% (43)	5% (7)	39% (52)	134
Military HH: No	9% (95)	14% (145)	9% (97)	17% (176)	6% (65)	43% (443)	1021
2022 House Vote: Democrat	13% (66)	17% (88)	9% (44)	15% (77)	6% (32)	40% (205)	512
2022 House Vote: Republican	5% (16)	9% (28)	13% (42)	28% (88)	4% (12)	41% (131)	317
2022 House Vote: Didn't Vote	7% (22)	13% (38)	5% (15)	16% (46)	7% (21)	52% (150)	291
2020 Vote: Joe Biden	12% (63)	17% (86)	9% (43)	14% (72)	6% (33)	42% (212)	508
2020 Vote: Donald Trump	6% (21)	10% (35)	12% (41)	26% (92)	6% (21)	41% (145)	355
2020 Vote: Didn't Vote	7% (18)	13% (34)	8% (21)	18% (48)	7% (18)	47% (123)	263

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Table MCEN6_7: How interested are you in seeing the following upcoming films in theaters?
The Blackening

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	9% (104)	14% (158)	9% (107)	19% (219)	6% (72)	43% (495)	1155
2018 House Vote: Democrat	15% (62)	18% (75)	9% (37)	13% (55)	5% (22)	39% (163)	413
2018 House Vote: Republican	5% (14)	9% (27)	12% (36)	29% (86)	4% (12)	41% (123)	298
2018 House Vote: Didnt Vote	7% (28)	13% (53)	7% (31)	18% (75)	7% (30)	47% (193)	409
4-Region: Northeast	11% (24)	15% (31)	7% (14)	22% (47)	6% (14)	39% (81)	210
4-Region: Midwest	7% (17)	9% (20)	11% (24)	20% (46)	9% (21)	44% (98)	226
4-Region: South	9% (39)	14% (62)	10% (44)	20% (88)	6% (25)	42% (184)	441
4-Region: West	9% (25)	16% (45)	9% (25)	14% (38)	5% (14)	47% (132)	279
Film Fan	10% (103)	15% (150)	10% (101)	17% (177)	6% (65)	41% (419)	1016
Avid Film Fan	19% (76)	21% (85)	7% (28)	13% (50)	6% (26)	33% (132)	396
Went to Theaters 1+ Times in Past Month	17% (81)	21% (96)	11% (49)	18% (83)	4% (19)	29% (137)	466
Went to Theaters 3+ Times in Past Month	32% (52)	21% (34)	14% (23)	12% (20)	4% (6)	17% (27)	161
Went to Theaters Once/Month or more in Past Year	29% (59)	20% (39)	12% (25)	10% (20)	4% (8)	24% (48)	199
Went to Theaters Once Every 2 Months or less in Past Year	5% (42)	13% (111)	8% (74)	22% (192)	6% (57)	46% (408)	884

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

Table MCEN6_8: How interested are you in seeing the following upcoming films in theaters?
 Elemental

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	11% (131)	15% (177)	12% (140)	15% (178)	7% (86)	39% (446)	1157
Gender: Male	15% (82)	19% (109)	11% (65)	15% (84)	7% (41)	33% (184)	565
Gender: Female	8% (48)	12% (68)	12% (73)	16% (93)	8% (44)	44% (261)	589
Age: 18-34	17% (61)	17% (63)	12% (43)	11% (42)	8% (30)	35% (126)	366
Age: 35-44	15% (28)	23% (44)	12% (23)	10% (20)	5% (11)	35% (69)	199
Age: 45-64	10% (36)	13% (47)	12% (44)	17% (60)	7% (25)	40% (142)	354
Age: 65+	2% (5)	9% (22)	13% (30)	23% (56)	8% (20)	45% (109)	242
GenZers: 1997-2012	10% (15)	18% (26)	15% (22)	12% (18)	16% (24)	28% (41)	146
Millennials: 1981-1996	19% (71)	20% (77)	10% (39)	11% (42)	3% (13)	36% (138)	379
GenXers: 1965-1980	11% (32)	14% (41)	12% (33)	14% (38)	7% (19)	42% (120)	282
Baby Boomers: 1946-1964	4% (12)	10% (31)	14% (43)	23% (71)	9% (27)	42% (131)	314
PID: Dem (no lean)	17% (81)	21% (102)	11% (55)	11% (52)	6% (31)	35% (169)	490
PID: Ind (no lean)	8% (28)	10% (36)	11% (39)	16% (56)	9% (33)	45% (160)	352
PID: Rep (no lean)	7% (22)	12% (39)	15% (46)	22% (69)	7% (22)	37% (117)	314
PID/Gender: Dem Men	22% (56)	26% (66)	9% (24)	9% (24)	5% (12)	29% (72)	253
PID/Gender: Dem Women	11% (25)	15% (37)	13% (31)	12% (28)	8% (19)	41% (97)	237
PID/Gender: Ind Men	9% (14)	10% (16)	10% (15)	19% (29)	13% (20)	40% (62)	157
PID/Gender: Ind Women	7% (14)	10% (19)	12% (22)	14% (27)	7% (13)	50% (97)	193
PID/Gender: Rep Men	8% (13)	17% (27)	17% (26)	20% (31)	6% (9)	32% (50)	155
PID/Gender: Rep Women	5% (9)	8% (12)	13% (20)	24% (38)	8% (13)	42% (67)	159
Ideo: Liberal (1-3)	16% (56)	21% (73)	9% (32)	14% (48)	7% (24)	34% (120)	353
Ideo: Moderate (4)	9% (32)	14% (50)	17% (60)	13% (47)	7% (25)	40% (145)	358
Ideo: Conservative (5-7)	11% (38)	12% (41)	10% (35)	21% (70)	9% (31)	36% (123)	338
Educ: < College	10% (73)	13% (100)	13% (97)	16% (123)	9% (69)	39% (296)	758
Educ: Bachelors degree	11% (28)	19% (47)	12% (31)	15% (38)	5% (12)	38% (95)	253
Educ: Post-grad	20% (30)	20% (30)	8% (12)	11% (17)	3% (4)	37% (55)	148
Income: Under 50k	9% (55)	14% (88)	11% (72)	16% (103)	9% (57)	40% (250)	624
Income: 50k-100k	11% (37)	15% (50)	14% (48)	14% (46)	8% (27)	38% (128)	336
Income: 100k+	20% (38)	20% (39)	10% (20)	15% (29)	1% (2)	35% (68)	197
Ethnicity: White	11% (102)	15% (138)	11% (103)	16% (145)	7% (67)	38% (345)	900

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Table MCEN6_8: How interested are you in seeing the following upcoming films in theaters?

Elemental

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	11% (131)	15% (177)	12% (140)	15% (178)	7% (86)	39% (446)	1157
Ethnicity: Hispanic	11% (23)	18% (36)	14% (29)	7% (14)	12% (24)	38% (80)	207
Ethnicity: Black	14% (22)	14% (22)	10% (15)	10% (15)	9% (15)	43% (67)	156
Ethnicity: Other	6% (6)	17% (17)	21% (21)	18% (18)	4% (4)	34% (34)	101
All Christian	9% (50)	15% (78)	16% (84)	16% (84)	7% (39)	37% (196)	532
All Non-Christian	36% (44)	18% (22)	8% (10)	10% (12)	6% (7)	21% (25)	121
Agnostic/Nothing in particular	5% (13)	16% (44)	8% (22)	15% (41)	8% (22)	49% (139)	281
Something Else	12% (22)	13% (23)	11% (19)	17% (30)	8% (15)	38% (67)	175
Religious Non-Protestant/Catholic	34% (45)	21% (28)	8% (10)	9% (12)	8% (11)	20% (26)	132
Evangelical	12% (34)	18% (53)	12% (36)	17% (50)	7% (20)	34% (101)	295
Non-Evangelical	9% (34)	11% (42)	17% (66)	16% (62)	7% (28)	41% (161)	392
Community: Urban	18% (71)	20% (81)	10% (39)	12% (49)	7% (29)	32% (128)	398
Community: Suburban	9% (42)	13% (62)	14% (69)	19% (91)	5% (24)	41% (201)	489
Community: Rural	6% (17)	12% (33)	12% (31)	14% (37)	12% (33)	44% (117)	269
Employ: Private Sector	15% (61)	17% (67)	12% (50)	12% (48)	6% (25)	38% (152)	403
Employ: Government	23% (19)	23% (19)	3% (2)	11% (9)	4% (3)	37% (32)	85
Employ: Self-Employed	14% (11)	16% (13)	12% (9)	8% (6)	14% (11)	36% (29)	80
Employ: Homemaker	8% (6)	16% (12)	13% (10)	8% (6)	5% (4)	50% (38)	76
Employ: Retired	4% (10)	9% (25)	10% (27)	25% (65)	9% (25)	42% (110)	260
Employ: Unemployed	8% (12)	18% (25)	18% (25)	17% (23)	6% (8)	34% (47)	141
Employ: Other	2% (2)	16% (10)	12% (8)	15% (10)	10% (7)	45% (30)	67
Military HH: Yes	14% (19)	18% (24)	6% (8)	12% (16)	12% (16)	40% (53)	135
Military HH: No	11% (112)	15% (153)	13% (132)	16% (162)	7% (70)	38% (393)	1022
2022 House Vote: Democrat	16% (79)	20% (98)	11% (54)	11% (53)	8% (37)	35% (177)	499
2022 House Vote: Republican	7% (22)	12% (40)	12% (41)	25% (81)	7% (22)	37% (120)	326
2022 House Vote: Didnt Vote	9% (29)	11% (35)	14% (44)	13% (41)	8% (26)	44% (134)	308
2020 Vote: Joe Biden	14% (74)	19% (99)	12% (60)	11% (57)	7% (34)	38% (196)	519
2020 Vote: Donald Trump	8% (29)	14% (50)	13% (45)	23% (81)	6% (22)	37% (132)	358
2020 Vote: Didn't Vote	10% (25)	10% (26)	13% (34)	14% (36)	10% (25)	42% (105)	251

Continued on next page

Table MCEN6_8: How interested are you in seeing the following upcoming films in theaters?
 Elemental

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	11% (131)	15% (177)	12% (140)	15% (178)	7% (86)	39% (446)	1157
2018 House Vote: Democrat	17% (68)	16% (65)	12% (49)	12% (51)	7% (29)	36% (146)	408
2018 House Vote: Republican	7% (22)	12% (35)	12% (36)	25% (73)	6% (19)	38% (113)	297
2018 House Vote: Didnt Vote	9% (39)	17% (74)	13% (53)	13% (53)	9% (38)	39% (167)	425
4-Region: Northeast	17% (34)	16% (32)	9% (18)	14% (28)	9% (18)	34% (65)	195
4-Region: Midwest	9% (23)	10% (26)	14% (35)	18% (47)	7% (18)	42% (108)	257
4-Region: South	9% (42)	14% (61)	11% (51)	17% (77)	9% (39)	39% (175)	445
4-Region: West	12% (32)	22% (58)	14% (36)	10% (25)	4% (11)	37% (98)	260
Film Fan	12% (121)	17% (172)	12% (125)	14% (140)	8% (75)	37% (367)	1000
Avid Film Fan	20% (79)	21% (84)	11% (44)	12% (46)	9% (37)	27% (109)	399
Went to Theaters 1+ Times in Past Month	20% (97)	23% (115)	12% (58)	9% (42)	8% (39)	28% (139)	490
Went to Theaters 3+ Times in Past Month	30% (58)	31% (60)	6% (12)	5% (10)	12% (23)	16% (32)	196
Went to Theaters Once/Month or more in Past Year	30% (67)	25% (57)	11% (25)	5% (12)	5% (11)	24% (53)	224
Went to Theaters Once Every 2 Months or less in Past Year	7% (61)	12% (108)	12% (106)	18% (158)	8% (65)	42% (365)	864

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

Table MCEN6_9: How interested are you in seeing the following upcoming films in theaters?

The Flash

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	22% (261)	23% (273)	14% (167)	22% (261)	8% (95)	12% (150)	1207
Gender: Male	31% (185)	28% (170)	10% (59)	15% (93)	7% (45)	8% (51)	603
Gender: Female	13% (76)	17% (103)	18% (106)	28% (167)	8% (50)	17% (99)	602
Age: 18-34	26% (93)	27% (96)	8% (30)	20% (71)	8% (30)	10% (36)	356
Age: 35-44	28% (50)	26% (48)	13% (24)	18% (33)	5% (9)	10% (19)	181
Age: 45-64	25% (100)	21% (84)	16% (64)	18% (72)	7% (28)	12% (46)	394
Age: 65+	6% (18)	17% (46)	18% (48)	31% (85)	11% (29)	18% (49)	275
GenZers: 1997-2012	23% (34)	29% (42)	7% (10)	27% (40)	8% (12)	7% (10)	148
Millennials: 1981-1996	29% (100)	26% (92)	11% (38)	16% (57)	7% (24)	11% (40)	351
GenXers: 1965-1980	28% (93)	23% (74)	15% (48)	16% (53)	7% (22)	12% (39)	328
Baby Boomers: 1946-1964	10% (34)	18% (63)	20% (69)	29% (101)	9% (33)	14% (48)	347
PID: Dem (no lean)	28% (138)	23% (115)	14% (71)	17% (85)	6% (32)	12% (59)	500
PID: Ind (no lean)	17% (57)	22% (75)	15% (53)	24% (82)	12% (40)	11% (38)	345
PID: Rep (no lean)	18% (65)	23% (83)	12% (43)	26% (94)	6% (24)	14% (52)	362
PID/Gender: Dem Men	40% (109)	30% (81)	10% (26)	9% (24)	5% (14)	7% (19)	272
PID/Gender: Dem Women	13% (29)	15% (34)	20% (44)	27% (61)	8% (18)	18% (41)	227
PID/Gender: Ind Men	21% (31)	24% (36)	11% (16)	22% (33)	14% (22)	9% (13)	151
PID/Gender: Ind Women	14% (26)	20% (39)	18% (35)	25% (48)	9% (18)	13% (25)	192
PID/Gender: Rep Men	25% (45)	30% (53)	9% (17)	20% (36)	5% (9)	11% (19)	179
PID/Gender: Rep Women	11% (21)	16% (30)	15% (27)	32% (58)	8% (14)	18% (34)	183
Ideo: Liberal (1-3)	23% (88)	25% (96)	13% (49)	20% (75)	6% (23)	12% (46)	377
Ideo: Moderate (4)	25% (92)	18% (66)	17% (60)	17% (62)	11% (38)	11% (41)	359
Ideo: Conservative (5-7)	20% (73)	23% (86)	13% (50)	26% (94)	7% (24)	11% (42)	369
Educ: < College	22% (172)	22% (170)	13% (98)	21% (166)	9% (71)	12% (94)	777
Educ: Bachelors degree	16% (43)	24% (66)	17% (46)	27% (72)	6% (16)	11% (29)	271
Educ: Post-grad	28% (46)	23% (37)	14% (23)	14% (23)	5% (8)	17% (27)	165
Income: Under 50k	21% (136)	22% (142)	14% (88)	21% (136)	10% (66)	12% (77)	646
Income: 50k-100k	17% (63)	21% (78)	18% (65)	26% (94)	5% (20)	13% (47)	368
Income: 100k+	32% (62)	27% (52)	7% (14)	16% (31)	5% (9)	13% (25)	194
Ethnicity: White	20% (183)	22% (199)	14% (126)	24% (224)	8% (70)	13% (120)	922

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Table MCEN6_9: How interested are you in seeing the following upcoming films in theaters?
The Flash

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	22% (261)	23% (273)	14% (167)	22% (261)	8% (95)	12% (150)	1207
Ethnicity: Hispanic	28% (62)	22% (48)	12% (25)	17% (38)	7% (16)	14% (30)	218
Ethnicity: Black	34% (54)	19% (30)	13% (21)	14% (22)	12% (19)	8% (13)	160
Ethnicity: Other	19% (24)	35% (44)	16% (19)	11% (14)	5% (6)	13% (17)	125
All Christian	17% (89)	24% (127)	16% (86)	23% (125)	8% (41)	13% (69)	538
All Non-Christian	36% (50)	29% (41)	7% (10)	12% (17)	2% (3)	13% (18)	138
Agnostic/Nothing in particular	25% (74)	19% (56)	11% (33)	25% (73)	9% (26)	11% (31)	292
Something Else	21% (41)	19% (38)	17% (32)	19% (37)	12% (23)	12% (24)	195
Religious Non-Protestant/Catholic	35% (50)	31% (45)	8% (11)	12% (18)	2% (3)	12% (18)	145
Evangelical	22% (68)	23% (72)	12% (37)	21% (66)	10% (30)	13% (41)	313
Non-Evangelical	15% (61)	22% (88)	19% (77)	23% (94)	8% (34)	13% (53)	407
Community: Urban	31% (118)	23% (89)	11% (41)	16% (62)	8% (31)	11% (41)	381
Community: Suburban	18% (93)	24% (126)	13% (70)	26% (138)	6% (33)	13% (68)	529
Community: Rural	17% (50)	20% (58)	19% (55)	21% (61)	10% (31)	14% (41)	297
Employ: Private Sector	29% (119)	25% (105)	11% (47)	21% (89)	5% (19)	9% (37)	417
Employ: Government	32% (26)	35% (28)	9% (7)	9% (8)	3% (3)	12% (10)	82
Employ: Self-Employed	20% (19)	22% (21)	11% (11)	12% (12)	16% (16)	19% (18)	96
Employ: Homemaker	23% (17)	18% (13)	16% (12)	20% (16)	12% (9)	11% (9)	76
Employ: Retired	10% (28)	14% (41)	22% (66)	30% (90)	9% (26)	15% (44)	296
Employ: Unemployed	22% (30)	24% (33)	11% (15)	20% (27)	11% (15)	12% (16)	136
Employ: Other	14% (11)	26% (20)	10% (7)	21% (15)	9% (6)	20% (15)	74
Military HH: Yes	13% (19)	27% (39)	17% (25)	22% (31)	8% (12)	13% (18)	145
Military HH: No	23% (242)	22% (234)	13% (142)	22% (230)	8% (84)	12% (132)	1063
2022 House Vote: Democrat	26% (136)	25% (131)	14% (72)	17% (87)	8% (44)	11% (56)	526
2022 House Vote: Republican	14% (47)	23% (78)	16% (52)	29% (98)	6% (20)	12% (41)	338
2022 House Vote: Didnt Vote	23% (72)	17% (53)	12% (37)	23% (73)	10% (30)	15% (46)	311
2020 Vote: Joe Biden	26% (137)	23% (118)	14% (74)	18% (96)	8% (41)	10% (52)	519
2020 Vote: Donald Trump	14% (55)	24% (90)	14% (53)	28% (105)	5% (20)	15% (58)	381
2020 Vote: Didn't Vote	24% (64)	20% (54)	13% (36)	20% (54)	11% (30)	12% (33)	271

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Table MCEN6_9: How interested are you in seeing the following upcoming films in theaters?

The Flash

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	22% (261)	23% (273)	14% (167)	22% (261)	8% (95)	12% (150)	1207
2018 House Vote: Democrat	28% (121)	23% (101)	14% (59)	17% (74)	8% (35)	10% (42)	431
2018 House Vote: Republican	15% (48)	21% (67)	15% (46)	31% (97)	6% (18)	12% (39)	316
2018 House Vote: Didnt Vote	20% (88)	22% (96)	14% (58)	20% (88)	9% (38)	15% (63)	431
4-Region: Northeast	25% (54)	18% (38)	12% (27)	25% (53)	9% (20)	11% (23)	215
4-Region: Midwest	18% (43)	17% (42)	19% (47)	24% (58)	10% (23)	12% (29)	243
4-Region: South	19% (87)	21% (100)	14% (66)	24% (111)	8% (39)	14% (63)	465
4-Region: West	27% (77)	33% (94)	9% (27)	14% (40)	5% (13)	12% (34)	285
Film Fan	22% (236)	25% (260)	15% (154)	20% (214)	7% (79)	11% (112)	1054
Avid Film Fan	35% (147)	28% (120)	11% (45)	14% (58)	6% (25)	7% (28)	424
Went to Theaters 1+ Times in Past Month	34% (167)	28% (138)	11% (53)	13% (63)	7% (35)	8% (40)	496
Went to Theaters 3+ Times in Past Month	42% (86)	33% (68)	5% (11)	8% (17)	6% (13)	5% (10)	205
Went to Theaters Once/Month or more in Past Year	43% (104)	31% (76)	8% (19)	8% (20)	3% (7)	6% (15)	241
Went to Theaters Once Every 2 Months or less in Past Year	16% (144)	20% (182)	16% (145)	25% (229)	9% (78)	13% (121)	900

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

Table MCEN6_10: How interested are you in seeing the following upcoming films in theaters?
Asteroid City

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	9% (105)	14% (158)	10% (121)	18% (205)	5% (61)	44% (515)	1165
Gender: Male	15% (82)	19% (107)	10% (55)	16% (88)	5% (28)	35% (196)	555
Gender: Female	4% (23)	8% (51)	11% (65)	19% (118)	5% (33)	52% (317)	607
Age: 18-34	14% (48)	11% (39)	7% (25)	14% (48)	6% (22)	48% (165)	347
Age: 35-44	16% (31)	19% (37)	11% (20)	13% (25)	5% (10)	35% (68)	192
Age: 45-64	6% (21)	16% (63)	13% (49)	18% (69)	5% (18)	42% (160)	381
Age: 65+	2% (5)	8% (20)	11% (26)	26% (63)	4% (10)	50% (122)	243
GenZers: 1997-2012	9% (12)	13% (18)	8% (11)	17% (24)	5% (8)	48% (69)	143
Millennials: 1981-1996	18% (65)	13% (49)	9% (33)	12% (45)	7% (24)	41% (147)	363
GenXers: 1965-1980	5% (16)	20% (59)	10% (28)	17% (51)	4% (12)	44% (129)	296
Baby Boomers: 1946-1964	3% (10)	10% (31)	14% (44)	24% (77)	4% (13)	46% (150)	325
PID: Dem (no lean)	13% (68)	17% (85)	9% (47)	12% (59)	5% (27)	44% (223)	508
PID: Ind (no lean)	4% (14)	9% (30)	10% (34)	21% (70)	5% (16)	50% (161)	323
PID: Rep (no lean)	7% (23)	13% (43)	12% (41)	23% (77)	5% (18)	39% (130)	332
PID/Gender: Dem Men	20% (55)	20% (53)	9% (24)	10% (26)	6% (16)	35% (95)	270
PID/Gender: Dem Women	5% (13)	13% (31)	9% (22)	14% (32)	4% (10)	54% (128)	237
PID/Gender: Ind Men	7% (9)	17% (20)	9% (11)	20% (24)	2% (3)	45% (54)	123
PID/Gender: Ind Women	3% (6)	5% (10)	10% (21)	23% (46)	6% (13)	53% (107)	202
PID/Gender: Rep Men	11% (18)	21% (34)	12% (19)	23% (37)	5% (8)	29% (48)	164
PID/Gender: Rep Women	3% (5)	6% (10)	13% (21)	24% (39)	6% (10)	49% (83)	167
Ideo: Liberal (1-3)	12% (44)	15% (54)	8% (31)	15% (55)	4% (16)	46% (168)	369
Ideo: Moderate (4)	6% (21)	15% (50)	11% (37)	17% (58)	7% (23)	44% (150)	339
Ideo: Conservative (5-7)	10% (36)	13% (46)	13% (47)	22% (78)	5% (18)	37% (135)	360
Educ: < College	7% (53)	11% (86)	10% (79)	19% (144)	5% (41)	48% (365)	767
Educ: Bachelors degree	8% (20)	17% (43)	13% (33)	17% (42)	6% (16)	39% (98)	252
Educ: Post-grad	22% (33)	20% (29)	6% (9)	13% (19)	3% (4)	35% (52)	148
Income: Under 50k	6% (38)	13% (79)	9% (54)	20% (123)	6% (35)	47% (295)	624
Income: 50k-100k	9% (32)	12% (43)	14% (48)	13% (46)	5% (17)	47% (162)	348
Income: 100k+	18% (35)	18% (36)	10% (19)	19% (36)	5% (10)	30% (57)	193
Ethnicity: White	9% (84)	13% (119)	10% (88)	19% (173)	5% (41)	44% (403)	908

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Table MCEN6_10: How interested are you in seeing the following upcoming films in theaters?
Asteroid City

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	9% (105)	14% (158)	10% (121)	18% (205)	5% (61)	44% (515)	1165
Ethnicity: Hispanic	9% (19)	14% (30)	8% (18)	18% (41)	2% (4)	49% (108)	221
Ethnicity: Black	8% (13)	16% (25)	12% (18)	12% (18)	8% (13)	43% (65)	152
Ethnicity: Other	8% (8)	14% (15)	14% (15)	14% (14)	7% (7)	44% (46)	104
All Christian	5% (28)	14% (72)	13% (69)	20% (104)	5% (26)	42% (220)	518
All Non-Christian	40% (49)	20% (25)	5% (6)	8% (10)	3% (4)	23% (27)	121
Agnostic/Nothing in particular	7% (20)	10% (27)	8% (24)	19% (52)	6% (18)	50% (140)	280
Something Else	3% (7)	13% (25)	10% (19)	17% (34)	6% (12)	51% (101)	199
Religious Non-Protestant/Catholic	38% (50)	20% (26)	7% (10)	10% (13)	3% (4)	22% (29)	131
Evangelical	5% (13)	18% (51)	9% (26)	19% (53)	6% (16)	45% (128)	288
Non-Evangelical	4% (18)	10% (42)	14% (58)	20% (81)	5% (21)	46% (191)	411
Community: Urban	19% (68)	20% (74)	8% (28)	17% (60)	5% (18)	32% (115)	364
Community: Suburban	5% (26)	11% (56)	10% (54)	19% (99)	4% (21)	52% (276)	532
Community: Rural	4% (12)	10% (28)	14% (38)	17% (46)	8% (22)	46% (124)	269
Employ: Private Sector	14% (56)	15% (60)	9% (37)	15% (61)	5% (21)	42% (170)	405
Employ: Government	26% (20)	18% (14)	9% (7)	13% (10)	5% (4)	29% (22)	77
Employ: Self-Employed	10% (8)	12% (9)	12% (10)	14% (11)	7% (6)	45% (35)	79
Employ: Homemaker	5% (4)	15% (12)	12% (10)	13% (10)	8% (6)	48% (39)	80
Employ: Retired	2% (6)	11% (30)	15% (42)	27% (75)	5% (13)	40% (111)	277
Employ: Unemployed	3% (4)	14% (19)	6% (8)	18% (25)	4% (6)	55% (76)	138
Employ: Other	5% (3)	12% (7)	10% (6)	16% (10)	6% (4)	51% (32)	63
Military HH: Yes	11% (16)	11% (17)	11% (17)	17% (26)	4% (6)	46% (70)	151
Military HH: No	9% (89)	14% (141)	10% (104)	18% (179)	5% (55)	44% (445)	1014
2022 House Vote: Democrat	11% (55)	17% (82)	10% (47)	14% (68)	5% (24)	43% (207)	484
2022 House Vote: Republican	6% (20)	12% (39)	11% (37)	25% (81)	5% (17)	40% (130)	324
2022 House Vote: Didnt Vote	9% (28)	10% (31)	9% (29)	15% (50)	6% (18)	52% (168)	325
2020 Vote: Joe Biden	12% (59)	15% (75)	11% (53)	14% (72)	5% (24)	44% (219)	502
2020 Vote: Donald Trump	6% (22)	12% (43)	11% (39)	24% (83)	6% (20)	41% (145)	352
2020 Vote: Didn't Vote	7% (21)	12% (34)	10% (29)	15% (44)	6% (17)	49% (142)	286

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Table MCEN6_10: How interested are you in seeing the following upcoming films in theaters?
Asteroid City

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	9% (105)	14% (158)	10% (121)	18% (205)	5% (61)	44% (515)	1165
2018 House Vote: Democrat	13% (52)	16% (63)	10% (40)	12% (46)	5% (19)	44% (173)	393
2018 House Vote: Republican	5% (17)	11% (34)	10% (31)	28% (85)	5% (15)	41% (124)	305
2018 House Vote: Didnt Vote	8% (36)	12% (51)	10% (45)	16% (72)	6% (26)	48% (210)	440
4-Region: Northeast	16% (32)	12% (24)	7% (15)	23% (47)	6% (12)	37% (75)	205
4-Region: Midwest	6% (15)	12% (30)	12% (31)	20% (51)	3% (9)	46% (119)	256
4-Region: South	6% (27)	12% (56)	10% (46)	16% (71)	6% (28)	49% (217)	445
4-Region: West	12% (31)	19% (48)	11% (28)	14% (36)	5% (12)	40% (104)	259
Film Fan	10% (99)	15% (156)	10% (102)	17% (172)	5% (53)	43% (442)	1024
Avid Film Fan	15% (58)	21% (84)	8% (32)	15% (59)	6% (23)	35% (140)	397
Went to Theaters 1+ Times in Past Month	17% (83)	18% (89)	10% (48)	12% (59)	5% (23)	38% (182)	484
Went to Theaters 3+ Times in Past Month	34% (62)	23% (44)	6% (11)	7% (13)	8% (14)	23% (42)	185
Went to Theaters Once/Month or more in Past Year	26% (65)	22% (55)	10% (24)	10% (25)	6% (15)	26% (63)	245
Went to Theaters Once Every 2 Months or less in Past Year	4% (38)	12% (103)	11% (92)	20% (172)	5% (42)	49% (423)	869

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

Table MCEN6_11: How interested are you in seeing the following upcoming films in theaters?
No Hard Feelings

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	9% (103)	15% (187)	10% (126)	16% (189)	8% (93)	43% (518)	1217
Gender: Male	12% (69)	18% (103)	11% (64)	16% (94)	8% (47)	36% (208)	584
Gender: Female	5% (35)	13% (83)	10% (63)	15% (95)	7% (46)	49% (311)	632
Age: 18-34	15% (54)	15% (53)	9% (33)	13% (49)	8% (28)	40% (146)	362
Age: 35-44	13% (28)	17% (36)	12% (26)	14% (30)	7% (15)	36% (76)	210
Age: 45-64	6% (20)	21% (75)	13% (46)	12% (43)	8% (30)	41% (148)	363
Age: 65+	1% (2)	8% (23)	8% (22)	24% (67)	7% (20)	53% (148)	282
GenZers: 1997-2012	7% (12)	11% (18)	12% (18)	11% (18)	8% (12)	51% (80)	159
Millennials: 1981-1996	18% (66)	16% (61)	9% (35)	16% (59)	8% (28)	33% (125)	375
GenXers: 1965-1980	8% (22)	22% (62)	13% (38)	10% (29)	9% (25)	38% (107)	282
Baby Boomers: 1946-1964	1% (4)	12% (43)	9% (33)	19% (72)	7% (25)	52% (193)	369
PID: Dem (no lean)	11% (60)	19% (99)	10% (53)	13% (69)	6% (31)	41% (215)	528
PID: Ind (no lean)	5% (16)	9% (33)	11% (40)	14% (49)	10% (36)	51% (181)	356
PID: Rep (no lean)	8% (27)	16% (54)	10% (33)	21% (71)	8% (26)	37% (122)	333
PID/Gender: Dem Men	17% (46)	20% (56)	12% (34)	15% (41)	6% (17)	30% (83)	276
PID/Gender: Dem Women	6% (14)	17% (44)	8% (20)	11% (28)	5% (14)	53% (132)	252
PID/Gender: Ind Men	4% (6)	9% (14)	8% (12)	18% (27)	11% (16)	50% (75)	150
PID/Gender: Ind Women	5% (11)	9% (19)	13% (28)	11% (23)	10% (20)	52% (107)	206
PID/Gender: Rep Men	11% (17)	21% (34)	11% (18)	16% (26)	9% (13)	32% (50)	158
PID/Gender: Rep Women	5% (9)	12% (21)	9% (16)	26% (45)	7% (12)	41% (72)	175
Ideo: Liberal (1-3)	11% (45)	17% (67)	12% (48)	14% (55)	4% (16)	41% (162)	392
Ideo: Moderate (4)	5% (20)	17% (61)	9% (34)	13% (48)	10% (37)	45% (167)	366
Ideo: Conservative (5-7)	10% (33)	16% (56)	8% (28)	19% (66)	8% (27)	39% (136)	346
Educ: < College	7% (58)	13% (105)	11% (87)	17% (140)	8% (66)	44% (355)	812
Educ: Bachelors degree	6% (15)	23% (56)	8% (19)	13% (33)	8% (19)	42% (103)	246
Educ: Post-grad	19% (30)	16% (25)	13% (21)	10% (16)	5% (7)	38% (60)	159
Income: Under 50k	5% (32)	12% (80)	9% (63)	18% (122)	9% (64)	46% (314)	676
Income: 50k-100k	11% (37)	19% (66)	11% (38)	15% (50)	6% (21)	38% (130)	342
Income: 100k+	17% (34)	20% (41)	13% (25)	8% (16)	4% (8)	37% (74)	198
Ethnicity: White	10% (91)	14% (137)	10% (98)	16% (156)	8% (73)	42% (394)	949

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Table MCEN6_11: How interested are you in seeing the following upcoming films in theaters?
 No Hard Feelings

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	9% (103)	15% (187)	10% (126)	16% (189)	8% (93)	43% (518)	1217
Ethnicity: Hispanic	12% (28)	12% (29)	13% (31)	15% (35)	6% (15)	41% (98)	236
Ethnicity: Black	7% (10)	19% (29)	9% (13)	11% (18)	7% (11)	47% (73)	154
Ethnicity: Other	2% (2)	18% (21)	13% (15)	14% (15)	8% (9)	46% (51)	113
All Christian	5% (28)	18% (97)	11% (59)	15% (83)	7% (40)	43% (232)	539
All Non-Christian	35% (45)	13% (18)	10% (14)	9% (12)	3% (3)	30% (39)	130
Atheist	5% (3)	18% (10)	9% (5)	9% (5)	1% (1)	59% (34)	58
Agnostic/Nothing in particular	6% (19)	10% (29)	9% (27)	22% (66)	9% (28)	44% (131)	301
Something Else	5% (9)	17% (33)	11% (21)	12% (23)	11% (21)	43% (82)	189
Religious Non-Protestant/Catholic	33% (45)	14% (19)	11% (15)	9% (12)	3% (3)	30% (40)	135
Evangelical	8% (25)	21% (66)	8% (26)	16% (50)	8% (25)	40% (126)	319
Non-Evangelical	3% (12)	15% (60)	13% (52)	14% (55)	9% (34)	46% (184)	398
Community: Urban	16% (66)	16% (64)	11% (44)	16% (64)	7% (27)	35% (145)	410
Community: Suburban	5% (26)	16% (84)	9% (44)	16% (82)	6% (30)	48% (244)	511
Community: Rural	4% (12)	13% (39)	13% (38)	14% (42)	12% (35)	44% (129)	295
Employ: Private Sector	11% (43)	19% (72)	12% (46)	11% (42)	9% (35)	38% (145)	383
Employ: Government	24% (24)	16% (16)	4% (4)	18% (18)	1% (1)	36% (35)	100
Employ: Self-Employed	8% (8)	15% (15)	11% (11)	12% (11)	10% (9)	44% (43)	97
Employ: Homemaker	5% (5)	16% (15)	10% (9)	13% (12)	9% (8)	47% (42)	91
Employ: Retired	1% (3)	10% (31)	12% (37)	22% (67)	6% (17)	48% (144)	300
Employ: Unemployed	7% (10)	14% (19)	5% (6)	20% (28)	10% (13)	44% (59)	135
Employ: Other	3% (2)	18% (12)	19% (13)	10% (7)	12% (8)	38% (26)	68
Military HH: Yes	8% (11)	16% (23)	13% (19)	20% (28)	5% (8)	39% (56)	145
Military HH: No	9% (92)	15% (163)	10% (108)	15% (160)	8% (85)	43% (463)	1071
2022 House Vote: Democrat	11% (57)	18% (95)	11% (59)	14% (69)	5% (25)	40% (207)	513
2022 House Vote: Republican	6% (19)	17% (53)	9% (27)	21% (68)	4% (14)	43% (135)	316
2022 House Vote: Didn't Vote	6% (22)	10% (35)	10% (36)	13% (46)	14% (51)	46% (163)	354
2020 Vote: Joe Biden	12% (61)	18% (94)	11% (60)	13% (66)	5% (27)	41% (215)	522
2020 Vote: Donald Trump	5% (19)	17% (59)	9% (31)	21% (73)	5% (19)	42% (148)	349
2020 Vote: Didn't Vote	8% (23)	10% (30)	11% (32)	14% (43)	13% (41)	45% (138)	307

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Table MCEN6_11: How interested are you in seeing the following upcoming films in theaters?

No Hard Feelings

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	9% (103)	15% (187)	10% (126)	16% (189)	8% (93)	43% (518)	1217
2018 House Vote: Democrat	11% (48)	19% (81)	13% (57)	10% (43)	5% (23)	41% (174)	427
2018 House Vote: Republican	7% (20)	15% (45)	8% (23)	22% (67)	5% (14)	43% (128)	296
2018 House Vote: Didnt Vote	7% (31)	12% (56)	9% (43)	16% (74)	11% (50)	45% (205)	460
4-Region: Northeast	13% (26)	13% (28)	10% (21)	19% (40)	5% (10)	40% (85)	210
4-Region: Midwest	12% (29)	11% (27)	9% (21)	19% (47)	4% (10)	44% (106)	241
4-Region: South	5% (23)	15% (71)	12% (56)	13% (62)	12% (56)	44% (213)	480
4-Region: West	9% (24)	21% (61)	10% (29)	14% (40)	6% (17)	40% (114)	285
Film Fan	10% (101)	17% (177)	11% (115)	14% (151)	7% (75)	41% (437)	1056
Avid Film Fan	16% (68)	21% (90)	10% (45)	13% (58)	8% (35)	31% (134)	428
Went to Theaters 1+ Times in Past Month	16% (81)	24% (120)	11% (56)	11% (53)	5% (27)	33% (163)	500
Went to Theaters 3+ Times in Past Month	30% (56)	28% (53)	9% (17)	6% (11)	5% (9)	22% (42)	187
Went to Theaters Once/Month or more in Past Year	27% (60)	28% (62)	12% (28)	6% (13)	6% (13)	22% (50)	225
Went to Theaters Once Every 2 Months or less in Past Year	4% (41)	13% (120)	10% (89)	17% (162)	8% (75)	47% (441)	927

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

Table MCEN6_12: How interested are you in seeing the following upcoming films in theaters?
Indiana Jones and the Dial of Destiny

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	27% (325)	24% (294)	11% (129)	19% (227)	9% (106)	12% (141)	1220
Gender: Male	33% (197)	25% (148)	10% (59)	16% (92)	8% (45)	9% (52)	593
Gender: Female	20% (127)	23% (146)	11% (68)	21% (134)	10% (60)	14% (88)	623
Age: 18-34	19% (72)	21% (78)	13% (47)	19% (70)	11% (39)	18% (68)	373
Age: 35-44	33% (61)	23% (43)	10% (18)	19% (35)	5% (9)	10% (18)	183
Age: 45-64	34% (137)	24% (96)	10% (41)	16% (65)	8% (31)	7% (30)	400
Age: 65+	21% (55)	30% (77)	8% (22)	22% (56)	10% (26)	10% (25)	262
GenZers: 1997-2012	13% (20)	20% (32)	13% (21)	23% (36)	12% (19)	18% (28)	154
Millennials: 1981-1996	27% (101)	20% (75)	11% (41)	18% (66)	8% (30)	15% (56)	369
GenXers: 1965-1980	37% (111)	26% (80)	12% (35)	14% (41)	5% (15)	7% (21)	302
Baby Boomers: 1946-1964	24% (87)	28% (102)	9% (31)	21% (78)	11% (40)	8% (30)	368
PID: Dem (no lean)	29% (151)	27% (136)	10% (54)	18% (91)	7% (38)	8% (43)	512
PID: Ind (no lean)	21% (76)	20% (71)	12% (43)	18% (66)	12% (44)	17% (61)	366
PID: Rep (no lean)	28% (98)	25% (87)	9% (32)	20% (69)	7% (24)	11% (37)	347
PID/Gender: Dem Men	39% (110)	27% (76)	10% (27)	14% (39)	4% (11)	7% (20)	282
PID/Gender: Dem Women	18% (40)	26% (60)	12% (27)	23% (52)	12% (27)	10% (23)	229
PID/Gender: Ind Men	23% (36)	20% (31)	13% (21)	16% (25)	16% (25)	11% (17)	155
PID/Gender: Ind Women	19% (39)	20% (40)	10% (21)	20% (41)	9% (19)	21% (43)	203
PID/Gender: Rep Men	32% (51)	26% (41)	7% (11)	18% (28)	6% (10)	10% (15)	156
PID/Gender: Rep Women	25% (48)	24% (45)	11% (21)	21% (41)	8% (14)	12% (22)	191
Ideo: Liberal (1-3)	26% (101)	26% (102)	12% (47)	19% (72)	8% (31)	9% (36)	390
Ideo: Moderate (4)	27% (94)	24% (84)	10% (34)	16% (55)	11% (38)	12% (43)	347
Ideo: Conservative (5-7)	31% (118)	25% (92)	9% (33)	19% (71)	7% (26)	9% (35)	375
Educ: < College	23% (187)	22% (175)	11% (91)	20% (166)	10% (82)	14% (113)	814
Educ: Bachelors degree	32% (84)	30% (78)	11% (30)	16% (42)	4% (11)	6% (15)	260
Educ: Post-grad	36% (53)	28% (41)	5% (8)	13% (19)	8% (12)	9% (14)	146
Income: Under 50k	20% (135)	23% (153)	12% (83)	21% (139)	10% (68)	14% (94)	672
Income: 50k-100k	33% (115)	28% (96)	10% (35)	15% (52)	7% (24)	7% (23)	345
Income: 100k+	37% (74)	22% (44)	5% (10)	18% (36)	7% (14)	12% (24)	203
Ethnicity: White	26% (248)	24% (226)	10% (97)	20% (189)	8% (78)	12% (118)	956

Continued on next page

Table MCEN6_12: How interested are you in seeing the following upcoming films in theaters?
Indiana Jones and the Dial of Destiny

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	27% (325)	24% (294)	11% (129)	19% (227)	9% (106)	12% (141)	1220
Ethnicity: Hispanic	24% (60)	19% (48)	12% (29)	21% (53)	8% (19)	16% (39)	247
Ethnicity: Black	24% (36)	28% (42)	13% (19)	14% (21)	13% (19)	9% (13)	150
Ethnicity: Other	36% (41)	23% (27)	11% (13)	14% (16)	7% (8)	8% (10)	114
All Christian	28% (151)	26% (137)	10% (52)	19% (99)	8% (44)	9% (48)	531
All Non-Christian	42% (49)	29% (35)	5% (5)	9% (11)	4% (5)	11% (13)	118
Atheist	26% (14)	15% (8)	23% (12)	19% (10)	7% (4)	11% (6)	53
Agnostic/Nothing in particular	23% (71)	18% (55)	10% (32)	22% (68)	9% (28)	18% (54)	309
Something Else	19% (40)	28% (59)	13% (28)	18% (38)	12% (25)	10% (20)	210
Religious Non-Protestant/Catholic	40% (53)	28% (37)	7% (9)	8% (11)	6% (8)	10% (13)	132
Evangelical	27% (84)	27% (84)	8% (25)	20% (61)	10% (30)	8% (24)	309
Non-Evangelical	25% (101)	26% (108)	12% (49)	18% (75)	8% (34)	11% (44)	411
Community: Urban	35% (132)	20% (76)	6% (22)	19% (73)	10% (37)	10% (37)	378
Community: Suburban	22% (113)	26% (133)	12% (64)	21% (107)	9% (44)	11% (59)	520
Community: Rural	25% (79)	26% (84)	13% (42)	15% (47)	7% (24)	14% (45)	322
Employ: Private Sector	34% (138)	24% (97)	11% (43)	15% (59)	6% (23)	11% (43)	404
Employ: Government	35% (34)	23% (22)	3% (3)	22% (22)	10% (9)	8% (7)	97
Employ: Self-Employed	21% (19)	29% (26)	12% (11)	13% (12)	12% (11)	13% (12)	92
Employ: Homemaker	22% (17)	21% (17)	12% (9)	15% (12)	11% (9)	19% (15)	79
Employ: Retired	22% (65)	25% (75)	11% (33)	24% (71)	9% (25)	9% (25)	294
Employ: Unemployed	19% (26)	20% (28)	13% (17)	27% (37)	9% (13)	12% (17)	138
Employ: Other	24% (19)	25% (20)	15% (12)	8% (6)	15% (11)	13% (11)	79
Military HH: Yes	24% (37)	22% (33)	14% (21)	18% (28)	9% (14)	13% (21)	153
Military HH: No	27% (288)	24% (260)	10% (107)	19% (199)	9% (92)	11% (120)	1067
2022 House Vote: Democrat	31% (161)	27% (137)	10% (50)	17% (85)	7% (38)	9% (46)	517
2022 House Vote: Republican	28% (95)	24% (82)	9% (32)	21% (73)	7% (22)	10% (35)	338
2022 House Vote: Didn't Vote	18% (60)	20% (64)	12% (39)	20% (64)	13% (42)	17% (57)	327
2020 Vote: Joe Biden	33% (173)	24% (128)	10% (54)	16% (86)	8% (43)	8% (43)	526
2020 Vote: Donald Trump	26% (97)	26% (96)	11% (42)	20% (75)	7% (25)	10% (39)	373
2020 Vote: Didn't Vote	17% (48)	21% (61)	10% (29)	21% (60)	12% (35)	19% (53)	286

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Table MCEN6_12: How interested are you in seeing the following upcoming films in theaters?
Indiana Jones and the Dial of Destiny

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	27% (325)	24% (294)	11% (129)	19% (227)	9% (106)	12% (141)	1220
2018 House Vote: Democrat	31% (134)	27% (118)	9% (41)	16% (69)	7% (31)	9% (41)	434
2018 House Vote: Republican	29% (90)	25% (76)	10% (30)	21% (64)	8% (24)	8% (25)	308
2018 House Vote: Didnt Vote	20% (91)	21% (94)	11% (50)	21% (92)	11% (48)	16% (72)	447
4-Region: Northeast	29% (58)	21% (42)	9% (18)	21% (41)	10% (20)	10% (21)	201
4-Region: Midwest	22% (56)	26% (67)	11% (28)	20% (51)	11% (28)	11% (28)	258
4-Region: South	20% (96)	27% (134)	12% (57)	20% (101)	8% (39)	14% (67)	493
4-Region: West	43% (115)	19% (51)	10% (26)	12% (33)	7% (18)	9% (25)	268
Film Fan	27% (295)	26% (279)	11% (119)	17% (184)	8% (87)	10% (111)	1074
Avid Film Fan	43% (171)	22% (88)	8% (32)	13% (51)	6% (24)	9% (36)	401
Went to Theaters 1+ Times in Past Month	37% (182)	21% (106)	11% (56)	11% (54)	9% (44)	11% (55)	497
Went to Theaters 3+ Times in Past Month	44% (83)	25% (47)	7% (13)	6% (12)	9% (18)	9% (17)	190
Went to Theaters Once/Month or more in Past Year	49% (109)	23% (51)	7% (16)	7% (17)	5% (11)	9% (20)	223
Went to Theaters Once Every 2 Months or less in Past Year	21% (197)	25% (231)	11% (106)	21% (196)	9% (83)	12% (106)	919

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

Table MCEN6_13: How interested are you in seeing the following upcoming films in theaters?
Ruby Gillman, Teenage Kraken

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	8% (92)	10% (125)	11% (133)	22% (267)	6% (70)	44% (532)	1218
Gender: Male	12% (71)	14% (80)	11% (65)	19% (112)	6% (35)	37% (218)	583
Gender: Female	3% (21)	7% (45)	11% (67)	24% (155)	5% (34)	49% (314)	636
Age: 18-34	12% (42)	14% (49)	8% (27)	16% (56)	4% (16)	46% (165)	356
Age: 35-44	14% (26)	18% (33)	13% (25)	17% (31)	7% (13)	31% (58)	187
Age: 45-64	5% (22)	8% (32)	13% (55)	23% (93)	5% (20)	46% (189)	410
Age: 65+	— (1)	4% (10)	10% (27)	33% (86)	8% (21)	45% (120)	265
GenZers: 1997-2012	5% (7)	16% (24)	8% (12)	14% (20)	4% (6)	53% (78)	148
Millennials: 1981-1996	16% (58)	15% (55)	9% (32)	18% (63)	6% (20)	36% (130)	359
GenXers: 1965-1980	7% (24)	8% (26)	13% (44)	21% (71)	6% (19)	46% (154)	339
Baby Boomers: 1946-1964	1% (2)	6% (20)	12% (42)	29% (101)	6% (22)	46% (158)	343
PID: Dem (no lean)	12% (61)	13% (68)	10% (53)	21% (109)	4% (23)	40% (209)	523
PID: Ind (no lean)	3% (12)	9% (33)	10% (37)	22% (83)	5% (20)	50% (184)	368
PID: Rep (no lean)	6% (19)	8% (25)	13% (43)	23% (74)	8% (27)	43% (139)	327
PID/Gender: Dem Men	18% (50)	18% (50)	11% (32)	17% (47)	4% (12)	32% (90)	281
PID/Gender: Dem Women	5% (11)	7% (18)	8% (20)	26% (63)	4% (11)	49% (119)	242
PID/Gender: Ind Men	5% (7)	10% (14)	9% (13)	22% (32)	5% (7)	50% (72)	146
PID/Gender: Ind Women	2% (5)	8% (19)	11% (24)	23% (50)	6% (13)	50% (111)	222
PID/Gender: Rep Men	9% (14)	10% (16)	13% (20)	21% (32)	11% (16)	36% (55)	154
PID/Gender: Rep Women	3% (5)	5% (9)	13% (23)	24% (42)	6% (11)	48% (84)	173
Ideo: Liberal (1-3)	10% (39)	12% (48)	8% (32)	18% (70)	4% (17)	47% (181)	387
Ideo: Moderate (4)	6% (22)	11% (41)	13% (47)	20% (76)	5% (19)	45% (169)	374
Ideo: Conservative (5-7)	8% (28)	9% (32)	12% (44)	25% (92)	7% (27)	38% (139)	366
Educ: < College	5% (44)	7% (60)	11% (92)	24% (189)	6% (50)	46% (371)	806
Educ: Bachelors degree	9% (23)	14% (38)	12% (31)	21% (54)	5% (12)	40% (105)	263
Educ: Post-grad	17% (25)	19% (28)	7% (11)	15% (23)	5% (7)	37% (56)	149
Income: Under 50k	5% (32)	7% (47)	12% (77)	25% (164)	6% (42)	45% (291)	653
Income: 50k-100k	7% (25)	13% (47)	8% (30)	21% (76)	5% (18)	46% (170)	367
Income: 100k+	18% (35)	16% (32)	13% (26)	13% (27)	5% (9)	35% (70)	198
Ethnicity: White	7% (68)	10% (94)	11% (102)	22% (206)	5% (50)	44% (414)	935

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Table MCEN6_13: How interested are you in seeing the following upcoming films in theaters?
Ruby Gillman, Teenage Kraken

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Heard of, no opinion		Never heard of		Total
	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)	
Adults	8%	(92)	10%	(125)	11%	(133)	22%	(267)	6%	(70)	44%	(532)	1218
Ethnicity: Hispanic	10%	(20)	10%	(22)	12%	(25)	20%	(43)	—	(1)	47%	(100)	211
Ethnicity: Black	13%	(20)	6%	(9)	10%	(16)	22%	(33)	7%	(11)	42%	(64)	152
Ethnicity: Other	3%	(4)	17%	(22)	12%	(15)	21%	(27)	6%	(8)	41%	(53)	130
All Christian	7%	(39)	9%	(46)	13%	(71)	22%	(119)	6%	(34)	43%	(230)	539
All Non-Christian	27%	(33)	28%	(34)	5%	(6)	15%	(18)	4%	(5)	22%	(27)	122
Agnostic/Nothing in particular	3%	(8)	7%	(21)	11%	(33)	25%	(76)	7%	(20)	49%	(151)	309
Something Else	5%	(10)	9%	(19)	11%	(23)	22%	(44)	5%	(11)	47%	(96)	203
Religious Non-Protestant/Catholic	25%	(33)	26%	(35)	6%	(8)	15%	(20)	4%	(6)	24%	(32)	134
Evangelical	8%	(24)	9%	(28)	11%	(33)	23%	(70)	6%	(19)	43%	(134)	309
Non-Evangelical	6%	(23)	8%	(35)	14%	(58)	22%	(90)	6%	(24)	44%	(183)	411
Community: Urban	17%	(67)	16%	(61)	9%	(35)	20%	(76)	5%	(21)	32%	(123)	383
Community: Suburban	3%	(15)	9%	(49)	10%	(54)	25%	(133)	5%	(27)	48%	(258)	535
Community: Rural	3%	(10)	5%	(15)	15%	(44)	19%	(58)	7%	(22)	50%	(151)	300
Employ: Private Sector	8%	(35)	15%	(64)	11%	(44)	20%	(85)	3%	(14)	42%	(175)	416
Employ: Government	28%	(23)	17%	(14)	9%	(7)	13%	(11)	3%	(3)	30%	(25)	83
Employ: Self-Employed	11%	(11)	14%	(14)	9%	(9)	13%	(13)	9%	(9)	44%	(44)	100
Employ: Homemaker	6%	(5)	6%	(5)	18%	(15)	19%	(15)	12%	(10)	39%	(32)	82
Employ: Retired	1%	(3)	4%	(10)	13%	(38)	33%	(95)	6%	(17)	44%	(128)	292
Employ: Unemployed	8%	(10)	5%	(6)	8%	(10)	24%	(31)	6%	(8)	50%	(65)	130
Employ: Other	3%	(2)	9%	(7)	10%	(7)	17%	(13)	9%	(7)	53%	(41)	77
Military HH: Yes	10%	(15)	8%	(11)	12%	(18)	22%	(33)	7%	(10)	40%	(58)	146
Military HH: No	7%	(77)	11%	(114)	11%	(115)	22%	(234)	6%	(59)	44%	(473)	1072
2022 House Vote: Democrat	11%	(54)	13%	(66)	11%	(56)	20%	(104)	4%	(23)	41%	(210)	513
2022 House Vote: Republican	6%	(18)	8%	(27)	10%	(33)	28%	(90)	7%	(21)	41%	(130)	318
2022 House Vote: Didn't Vote	5%	(18)	8%	(29)	12%	(41)	18%	(64)	7%	(23)	50%	(178)	353
2020 Vote: Joe Biden	10%	(52)	12%	(66)	11%	(60)	19%	(102)	4%	(23)	43%	(228)	530
2020 Vote: Donald Trump	5%	(20)	7%	(25)	10%	(38)	28%	(103)	7%	(25)	43%	(158)	368
2020 Vote: Didn't Vote	7%	(20)	9%	(26)	12%	(34)	19%	(54)	7%	(21)	46%	(133)	289

Continued on next page

Table MCEN6_13: How interested are you in seeing the following upcoming films in theaters?
Ruby Gillman, Teenage Kraken

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	8% (92)	10% (125)	11% (133)	22% (267)	6% (70)	44% (532)	1218
2018 House Vote: Democrat	10% (43)	13% (56)	9% (41)	21% (93)	4% (17)	42% (183)	432
2018 House Vote: Republican	6% (18)	8% (22)	10% (29)	28% (80)	7% (21)	41% (117)	287
2018 House Vote: Didnt Vote	6% (29)	9% (42)	12% (57)	19% (88)	7% (31)	47% (220)	467
4-Region: Northeast	12% (25)	9% (19)	14% (28)	20% (40)	5% (11)	40% (81)	204
4-Region: Midwest	6% (17)	9% (24)	9% (23)	26% (70)	5% (14)	45% (121)	270
4-Region: South	6% (26)	7% (32)	11% (51)	23% (104)	6% (28)	47% (215)	456
4-Region: West	8% (23)	18% (51)	10% (30)	18% (52)	6% (16)	40% (115)	288
Film Fan	8% (90)	11% (122)	10% (111)	20% (213)	6% (62)	44% (467)	1065
Avid Film Fan	14% (61)	15% (66)	9% (38)	19% (82)	5% (24)	38% (166)	437
Went to Theaters 1+ Times in Past Month	17% (76)	19% (86)	11% (52)	14% (61)	5% (23)	34% (156)	454
Went to Theaters 3+ Times in Past Month	31% (58)	26% (47)	12% (22)	7% (14)	5% (10)	19% (35)	186
Went to Theaters Once/Month or more in Past Year	26% (56)	26% (57)	13% (27)	9% (20)	3% (6)	24% (52)	219
Went to Theaters Once Every 2 Months or less in Past Year	3% (32)	7% (65)	11% (100)	25% (228)	6% (57)	48% (448)	930

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

Table MCEN6_14: How interested are you in seeing the following upcoming films in theaters?
Insidious: The Red Door

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	21% (251)	15% (182)	9% (109)	19% (232)	5% (59)	31% (376)	1209
Gender: Male	25% (148)	18% (105)	11% (62)	16% (98)	5% (28)	26% (152)	593
Gender: Female	17% (103)	13% (77)	8% (46)	22% (132)	5% (31)	37% (224)	614
Age: 18-34	34% (116)	20% (68)	7% (24)	14% (50)	6% (22)	19% (65)	345
Age: 35-44	24% (49)	20% (42)	9% (19)	24% (48)	3% (7)	19% (39)	205
Age: 45-64	21% (81)	12% (46)	8% (33)	19% (75)	4% (15)	36% (143)	392
Age: 65+	2% (4)	10% (26)	12% (32)	22% (59)	6% (16)	48% (129)	267
GenZers: 1997-2012	34% (51)	24% (36)	6% (9)	10% (14)	7% (10)	19% (28)	147
Millennials: 1981-1996	29% (108)	17% (61)	9% (32)	21% (79)	4% (17)	19% (72)	369
GenXers: 1965-1980	26% (75)	13% (38)	8% (22)	18% (52)	6% (17)	30% (88)	293
Baby Boomers: 1946-1964	5% (17)	12% (44)	12% (43)	22% (80)	3% (12)	45% (163)	359
PID: Dem (no lean)	25% (132)	19% (100)	9% (47)	18% (96)	4% (22)	25% (130)	526
PID: Ind (no lean)	19% (64)	10% (36)	9% (32)	18% (60)	7% (23)	37% (125)	343
PID: Rep (no lean)	16% (55)	14% (47)	9% (29)	22% (76)	4% (15)	35% (121)	343
PID/Gender: Dem Men	31% (86)	24% (68)	9% (25)	18% (50)	3% (9)	15% (43)	282
PID/Gender: Dem Women	19% (45)	13% (31)	9% (22)	19% (46)	5% (12)	36% (87)	244
PID/Gender: Ind Men	22% (33)	11% (16)	13% (19)	12% (18)	7% (10)	36% (53)	150
PID/Gender: Ind Women	16% (31)	10% (19)	7% (13)	22% (41)	7% (12)	38% (71)	187
PID/Gender: Rep Men	18% (29)	12% (20)	11% (18)	19% (30)	5% (8)	34% (55)	160
PID/Gender: Rep Women	15% (26)	15% (27)	6% (11)	25% (46)	4% (7)	36% (66)	182
Ideo: Liberal (1-3)	20% (75)	15% (58)	10% (37)	19% (71)	5% (17)	32% (122)	380
Ideo: Moderate (4)	27% (100)	13% (50)	10% (40)	15% (56)	4% (17)	30% (115)	379
Ideo: Conservative (5-7)	15% (52)	17% (62)	8% (30)	22% (80)	6% (21)	32% (115)	360
Educ: < College	23% (185)	14% (111)	8% (63)	20% (158)	5% (40)	30% (243)	800
Educ: Bachelors degree	14% (38)	18% (48)	12% (31)	20% (54)	4% (11)	32% (85)	267
Educ: Post-grad	19% (27)	17% (23)	10% (14)	14% (20)	6% (8)	34% (48)	141
Income: Under 50k	19% (125)	14% (90)	9% (58)	21% (136)	5% (36)	32% (209)	654
Income: 50k-100k	22% (80)	16% (59)	9% (33)	17% (64)	4% (13)	33% (121)	377
Income: 100k+	25% (45)	18% (32)	10% (18)	17% (31)	6% (11)	25% (46)	183
Ethnicity: White	20% (180)	14% (131)	8% (70)	21% (187)	5% (47)	32% (295)	910

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Table MCEN6_14: How interested are you in seeing the following upcoming films in theaters?

Insidious: The Red Door

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	21% (251)	15% (182)	9% (109)	19% (232)	5% (59)	31% (376)	1209
Ethnicity: Hispanic	36% (76)	18% (38)	3% (7)	18% (38)	2% (4)	22% (46)	210
Ethnicity: Black	29% (48)	15% (25)	12% (20)	14% (22)	7% (12)	23% (38)	164
Ethnicity: Other	17% (23)	19% (26)	14% (19)	17% (22)	1% (1)	33% (44)	135
All Christian	19% (102)	14% (74)	9% (50)	21% (113)	4% (23)	32% (170)	532
All Non-Christian	37% (42)	18% (20)	10% (11)	9% (10)	5% (5)	22% (24)	112
Agnostic/Nothing in particular	20% (60)	11% (34)	9% (29)	20% (61)	6% (17)	34% (106)	307
Something Else	20% (42)	18% (38)	8% (16)	20% (41)	6% (13)	28% (58)	209
Religious Non-Protestant/Catholic	36% (43)	17% (21)	10% (11)	10% (12)	5% (6)	22% (26)	120
Evangelical	17% (53)	15% (46)	7% (23)	25% (79)	5% (17)	30% (95)	314
Non-Evangelical	21% (88)	15% (62)	10% (43)	17% (72)	4% (17)	32% (130)	411
Community: Urban	29% (112)	17% (66)	7% (29)	20% (76)	4% (15)	23% (89)	387
Community: Suburban	16% (81)	14% (70)	10% (50)	19% (100)	4% (21)	37% (190)	511
Community: Rural	19% (58)	15% (46)	10% (30)	18% (57)	7% (23)	31% (97)	310
Employ: Private Sector	29% (123)	20% (85)	10% (41)	15% (64)	4% (17)	22% (92)	423
Employ: Government	28% (21)	11% (8)	6% (4)	25% (18)	4% (3)	27% (20)	74
Employ: Self-Employed	35% (30)	16% (14)	8% (7)	14% (12)	5% (4)	23% (21)	88
Employ: Homemaker	23% (20)	12% (11)	8% (7)	18% (16)	6% (5)	33% (28)	87
Employ: Retired	4% (12)	9% (25)	11% (30)	26% (73)	5% (14)	46% (129)	283
Employ: Unemployed	15% (19)	12% (15)	7% (10)	28% (37)	5% (6)	33% (43)	131
Employ: Other	13% (10)	21% (16)	9% (7)	11% (9)	9% (7)	37% (29)	77
Military HH: Yes	18% (24)	14% (19)	12% (16)	21% (27)	6% (8)	29% (38)	132
Military HH: No	21% (227)	15% (163)	9% (92)	19% (205)	5% (51)	31% (338)	1076
2022 House Vote: Democrat	23% (119)	18% (92)	10% (49)	19% (97)	3% (17)	27% (139)	514
2022 House Vote: Republican	14% (44)	13% (42)	10% (33)	23% (75)	6% (19)	34% (109)	322
2022 House Vote: Didn't Vote	25% (87)	13% (48)	7% (25)	15% (55)	7% (23)	33% (117)	354
2020 Vote: Joe Biden	23% (126)	17% (93)	11% (57)	19% (102)	3% (17)	26% (142)	537
2020 Vote: Donald Trump	16% (56)	14% (49)	8% (27)	22% (77)	5% (17)	36% (125)	351
2020 Vote: Didn't Vote	23% (67)	14% (40)	8% (23)	16% (47)	7% (21)	31% (89)	287

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Table MCEN6_14: How interested are you in seeing the following upcoming films in theaters?
Insidious: The Red Door

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	21% (251)	15% (182)	9% (109)	19% (232)	5% (59)	31% (376)	1209
2018 House Vote: Democrat	25% (112)	18% (78)	10% (44)	17% (75)	4% (16)	27% (119)	444
2018 House Vote: Republican	17% (51)	13% (40)	7% (22)	21% (65)	5% (16)	36% (109)	302
2018 House Vote: Didnt Vote	19% (86)	14% (61)	9% (40)	20% (89)	6% (27)	31% (138)	441
4-Region: Northeast	23% (44)	12% (24)	11% (22)	19% (38)	4% (9)	30% (59)	195
4-Region: Midwest	18% (43)	12% (29)	6% (14)	23% (55)	5% (12)	37% (88)	240
4-Region: South	19% (92)	17% (79)	9% (44)	19% (92)	6% (29)	30% (141)	478
4-Region: West	24% (72)	17% (50)	10% (29)	16% (48)	3% (9)	30% (88)	295
Film Fan	22% (232)	16% (170)	9% (100)	18% (192)	5% (51)	29% (311)	1055
Avid Film Fan	31% (131)	22% (91)	7% (30)	17% (71)	5% (19)	19% (82)	424
Went to Theaters 1+ Times in Past Month	30% (146)	22% (107)	9% (45)	14% (68)	4% (21)	20% (95)	483
Went to Theaters 3+ Times in Past Month	40% (74)	26% (47)	7% (14)	10% (18)	3% (6)	13% (24)	182
Went to Theaters Once/Month or more in Past Year	38% (84)	27% (61)	8% (17)	8% (18)	3% (7)	16% (35)	221
Went to Theaters Once Every 2 Months or less in Past Year	17% (160)	12% (111)	10% (88)	21% (192)	5% (44)	35% (321)	916

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

Table MCEN6_15: How interested are you in seeing the following upcoming films in theaters?

Joy Ride

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	12% (144)	15% (181)	13% (149)	17% (198)	7% (80)	37% (440)	1192
Gender: Male	16% (92)	18% (105)	16% (90)	16% (93)	6% (32)	28% (157)	570
Gender: Female	8% (52)	12% (77)	9% (57)	17% (104)	8% (48)	45% (281)	619
Age: 18-34	19% (64)	16% (53)	10% (32)	12% (42)	8% (26)	35% (119)	335
Age: 35-44	17% (34)	24% (47)	11% (22)	12% (24)	8% (16)	28% (56)	200
Age: 45-64	10% (40)	15% (59)	15% (60)	15% (57)	7% (28)	37% (144)	389
Age: 65+	2% (5)	8% (22)	13% (35)	28% (75)	4% (10)	45% (121)	267
GenZers: 1997-2012	14% (21)	11% (16)	11% (15)	11% (16)	9% (14)	44% (63)	144
Millennials: 1981-1996	20% (74)	21% (77)	10% (35)	14% (50)	7% (26)	28% (100)	363
GenXers: 1965-1980	11% (32)	18% (52)	18% (53)	13% (36)	5% (15)	35% (99)	287
Baby Boomers: 1946-1964	4% (17)	10% (36)	12% (43)	24% (90)	7% (26)	43% (163)	374
PID: Dem (no lean)	16% (84)	17% (91)	13% (69)	14% (73)	6% (33)	34% (180)	533
PID: Ind (no lean)	9% (31)	12% (44)	12% (41)	17% (60)	7% (23)	44% (155)	356
PID: Rep (no lean)	10% (29)	15% (46)	13% (39)	21% (64)	8% (24)	34% (104)	306
PID/Gender: Dem Men	22% (61)	20% (55)	18% (49)	12% (34)	5% (15)	23% (65)	280
PID/Gender: Dem Women	9% (23)	14% (36)	8% (20)	16% (39)	7% (18)	46% (115)	250
PID/Gender: Ind Men	11% (17)	13% (20)	15% (22)	19% (29)	3% (4)	39% (60)	153
PID/Gender: Ind Women	7% (14)	12% (24)	9% (18)	16% (31)	10% (19)	47% (95)	200
PID/Gender: Rep Men	10% (14)	21% (29)	14% (19)	21% (29)	10% (13)	24% (33)	137
PID/Gender: Rep Women	9% (15)	10% (17)	12% (20)	20% (34)	6% (11)	42% (71)	168
Ideo: Liberal (1-3)	14% (53)	17% (62)	12% (45)	13% (49)	6% (22)	37% (135)	365
Ideo: Moderate (4)	9% (37)	15% (59)	13% (52)	17% (65)	7% (28)	38% (149)	390
Ideo: Conservative (5-7)	14% (46)	13% (44)	13% (42)	18% (60)	7% (24)	34% (114)	330
Educ: < College	11% (87)	13% (103)	13% (104)	19% (145)	7% (58)	36% (284)	787
Educ: Bachelors degree	10% (25)	20% (52)	12% (32)	14% (36)	5% (12)	40% (104)	266
Educ: Post-grad	21% (32)	18% (27)	9% (13)	12% (17)	7% (10)	34% (51)	150
Income: Under 50k	9% (63)	13% (87)	13% (85)	18% (120)	8% (51)	39% (259)	665
Income: 50k-100k	12% (43)	19% (65)	13% (44)	15% (52)	5% (16)	37% (130)	350
Income: 100k+	22% (39)	17% (30)	11% (20)	15% (26)	7% (12)	28% (50)	177
Ethnicity: White	12% (108)	14% (133)	11% (101)	18% (170)	7% (64)	38% (356)	932

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Table MCEN6_15: How interested are you in seeing the following upcoming films in theaters?
Joy Ride

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	12% (144)	15% (181)	13% (149)	17% (198)	7% (80)	37% (440)	1192
Ethnicity: Hispanic	13% (24)	9% (17)	9% (17)	17% (33)	6% (12)	46% (87)	192
Ethnicity: Black	18% (26)	17% (26)	14% (21)	11% (16)	11% (16)	29% (43)	147
Ethnicity: Other	9% (10)	20% (22)	25% (28)	10% (11)	1% (1)	36% (40)	112
All Christian	10% (53)	14% (74)	15% (75)	17% (86)	7% (38)	36% (186)	512
All Non-Christian	33% (39)	22% (26)	9% (11)	7% (8)	8% (10)	22% (26)	119
Atheist	4% (2)	21% (11)	5% (3)	18% (10)	3% (2)	49% (27)	55
Agnostic/Nothing in particular	8% (25)	15% (48)	13% (41)	19% (60)	4% (14)	40% (123)	310
Something Else	13% (25)	11% (22)	10% (20)	17% (34)	9% (17)	40% (78)	196
Religious Non-Protestant/Catholic	29% (39)	23% (30)	11% (15)	7% (9)	8% (11)	22% (29)	133
Evangelical	14% (43)	16% (47)	10% (30)	17% (51)	9% (28)	34% (102)	300
Non-Evangelical	9% (33)	11% (44)	16% (60)	18% (68)	6% (24)	40% (156)	386
Community: Urban	21% (78)	17% (64)	8% (32)	15% (56)	6% (22)	32% (121)	374
Community: Suburban	8% (40)	12% (64)	15% (76)	19% (95)	6% (31)	40% (208)	514
Community: Rural	9% (26)	18% (53)	14% (41)	15% (46)	9% (27)	36% (111)	304
Employ: Private Sector	17% (71)	19% (77)	15% (63)	11% (44)	6% (23)	32% (130)	409
Employ: Government	22% (17)	19% (14)	9% (7)	15% (11)	6% (4)	28% (21)	74
Employ: Self-Employed	15% (15)	11% (10)	9% (9)	18% (18)	11% (11)	36% (35)	97
Employ: Homemaker	10% (8)	16% (12)	8% (6)	18% (14)	14% (10)	35% (27)	77
Employ: Retired	3% (7)	8% (23)	14% (38)	28% (76)	3% (8)	44% (121)	273
Employ: Unemployed	8% (12)	14% (20)	10% (15)	14% (21)	10% (14)	43% (64)	147
Employ: Other	10% (9)	23% (19)	11% (9)	15% (13)	8% (6)	33% (28)	83
Military HH: Yes	21% (29)	12% (17)	7% (10)	17% (24)	5% (7)	37% (51)	138
Military HH: No	11% (115)	16% (165)	13% (140)	16% (173)	7% (73)	37% (389)	1054
2022 House Vote: Democrat	16% (86)	18% (94)	12% (66)	14% (77)	5% (28)	35% (185)	537
2022 House Vote: Republican	9% (28)	12% (35)	14% (42)	23% (68)	6% (16)	36% (106)	295
2022 House Vote: Didn't Vote	9% (31)	15% (49)	11% (38)	14% (47)	10% (33)	41% (134)	331
2020 Vote: Joe Biden	14% (74)	18% (95)	13% (68)	14% (76)	6% (31)	35% (182)	526
2020 Vote: Donald Trump	9% (30)	14% (46)	14% (45)	23% (75)	5% (17)	36% (118)	331
2020 Vote: Didn't Vote	12% (35)	13% (38)	11% (32)	14% (40)	10% (29)	41% (123)	297

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Table MCEN6_15: How interested are you in seeing the following upcoming films in theaters?

Joy Ride

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	12% (144)	15% (181)	13% (149)	17% (198)	7% (80)	37% (440)	1192
2018 House Vote: Democrat	15% (68)	19% (84)	15% (68)	12% (53)	5% (22)	34% (154)	449
2018 House Vote: Republican	9% (27)	12% (35)	13% (38)	25% (71)	6% (16)	35% (101)	288
2018 House Vote: Didnt Vote	11% (48)	14% (59)	10% (41)	16% (69)	9% (39)	39% (164)	421
4-Region: Northeast	12% (24)	11% (21)	12% (24)	22% (44)	7% (13)	37% (74)	201
4-Region: Midwest	12% (29)	18% (42)	8% (19)	19% (43)	6% (13)	37% (84)	230
4-Region: South	11% (53)	15% (68)	12% (56)	14% (67)	10% (45)	38% (176)	465
4-Region: West	13% (38)	17% (50)	17% (51)	15% (44)	3% (8)	35% (105)	297
Film Fan	13% (133)	16% (170)	13% (138)	15% (155)	7% (70)	36% (375)	1041
Avid Film Fan	20% (80)	21% (86)	11% (45)	11% (46)	7% (30)	29% (116)	401
Went to Theaters 1+ Times in Past Month	23% (111)	22% (107)	14% (67)	7% (34)	8% (37)	27% (132)	487
Went to Theaters 3+ Times in Past Month	39% (74)	22% (42)	10% (19)	3% (7)	9% (17)	17% (32)	191
Went to Theaters Once/Month or more in Past Year	35% (75)	23% (49)	11% (24)	3% (7)	8% (18)	20% (43)	216
Went to Theaters Once Every 2 Months or less in Past Year	7% (68)	14% (125)	13% (121)	19% (176)	6% (59)	40% (364)	912

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

Table MCEN6_16: How interested are you in seeing the following upcoming films in theaters?
Mission: Impossible - Dead Reckoning, Part One

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	21% (246)	23% (267)	11% (132)	23% (271)	8% (92)	13% (154)	1162
Gender: Male	31% (179)	26% (149)	9% (50)	17% (97)	6% (36)	10% (59)	569
Gender: Female	11% (67)	20% (118)	14% (83)	29% (173)	10% (57)	16% (95)	592
Age: 18-34	23% (73)	24% (74)	11% (35)	19% (59)	7% (21)	17% (52)	316
Age: 35-44	20% (45)	25% (56)	11% (25)	23% (50)	11% (25)	9% (20)	222
Age: 45-64	26% (94)	24% (89)	13% (46)	20% (74)	6% (22)	11% (42)	366
Age: 65+	13% (34)	19% (48)	10% (26)	34% (87)	9% (25)	15% (39)	255
GenZers: 1997-2012	13% (17)	20% (25)	16% (20)	21% (27)	8% (10)	23% (29)	129
Millennials: 1981-1996	26% (95)	25% (92)	10% (38)	19% (68)	9% (32)	11% (39)	363
GenXers: 1965-1980	24% (72)	24% (73)	12% (36)	23% (67)	6% (17)	11% (32)	298
Baby Boomers: 1946-1964	17% (57)	22% (75)	10% (35)	29% (98)	9% (31)	13% (43)	335
PID: Dem (no lean)	28% (135)	22% (109)	12% (59)	21% (100)	7% (33)	11% (52)	488
PID: Ind (no lean)	14% (49)	23% (81)	10% (36)	24% (84)	11% (38)	17% (60)	347
PID: Rep (no lean)	19% (62)	23% (77)	11% (38)	27% (87)	6% (21)	13% (42)	326
PID/Gender: Dem Men	41% (112)	24% (65)	8% (22)	14% (37)	6% (16)	7% (20)	272
PID/Gender: Dem Women	11% (23)	20% (43)	17% (37)	29% (63)	8% (18)	15% (31)	216
PID/Gender: Ind Men	15% (22)	28% (40)	9% (13)	20% (28)	10% (14)	18% (25)	141
PID/Gender: Ind Women	13% (27)	20% (41)	11% (23)	27% (55)	12% (24)	17% (35)	206
PID/Gender: Rep Men	29% (45)	28% (44)	10% (15)	20% (32)	4% (6)	9% (14)	156
PID/Gender: Rep Women	10% (17)	19% (33)	13% (23)	32% (55)	9% (15)	17% (29)	171
Ideo: Liberal (1-3)	25% (86)	20% (68)	12% (42)	21% (74)	8% (29)	14% (50)	349
Ideo: Moderate (4)	20% (72)	27% (95)	12% (42)	23% (82)	7% (24)	12% (43)	358
Ideo: Conservative (5-7)	21% (76)	27% (95)	9% (33)	24% (86)	7% (23)	12% (42)	356
Educ: < College	19% (146)	21% (160)	13% (99)	24% (182)	9% (65)	14% (107)	759
Educ: Bachelors degree	20% (52)	25% (67)	9% (25)	26% (69)	8% (22)	11% (29)	263
Educ: Post-grad	35% (49)	28% (40)	6% (9)	14% (20)	4% (5)	13% (18)	140
Income: Under 50k	17% (112)	20% (133)	14% (90)	25% (160)	9% (57)	15% (99)	650
Income: 50k-100k	23% (76)	26% (86)	11% (35)	23% (77)	7% (24)	10% (34)	332
Income: 100k+	33% (59)	27% (48)	4% (8)	19% (34)	6% (11)	11% (21)	180
Ethnicity: White	20% (180)	23% (205)	11% (96)	26% (230)	8% (73)	12% (109)	894

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Table MCEN6_16: How interested are you in seeing the following upcoming films in theaters?
Mission: Impossible - Dead Reckoning, Part One

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	21% (246)	23% (267)	11% (132)	23% (271)	8% (92)	13% (154)	1162
Ethnicity: Hispanic	23% (41)	23% (42)	15% (28)	22% (41)	10% (18)	7% (13)	183
Ethnicity: Black	21% (31)	24% (36)	13% (20)	17% (25)	9% (13)	16% (25)	151
Ethnicity: Other	30% (35)	22% (25)	14% (16)	13% (16)	5% (5)	17% (20)	117
All Christian	22% (118)	22% (113)	14% (74)	24% (125)	8% (41)	10% (54)	526
All Non-Christian	37% (42)	31% (35)	7% (8)	10% (11)	1% (1)	14% (16)	114
Atheist	24% (12)	12% (6)	3% (2)	35% (18)	6% (3)	20% (10)	50
Agnostic/Nothing in particular	16% (45)	20% (57)	9% (26)	26% (74)	11% (31)	18% (51)	284
Something Else	15% (29)	29% (55)	12% (22)	23% (43)	9% (17)	12% (23)	189
Religious Non-Protestant/Catholic	35% (44)	29% (37)	7% (9)	12% (15)	4% (5)	13% (17)	126
Evangelical	23% (68)	26% (77)	10% (31)	24% (71)	5% (16)	11% (33)	296
Non-Evangelical	19% (77)	22% (87)	16% (65)	23% (92)	9% (35)	11% (42)	398
Community: Urban	30% (118)	23% (92)	10% (39)	18% (70)	8% (33)	11% (43)	394
Community: Suburban	16% (80)	24% (116)	12% (57)	26% (127)	6% (28)	16% (75)	484
Community: Rural	17% (49)	20% (58)	13% (36)	26% (74)	11% (31)	13% (36)	283
Employ: Private Sector	28% (114)	28% (114)	12% (48)	18% (74)	7% (30)	8% (33)	414
Employ: Government	31% (24)	20% (15)	14% (11)	14% (11)	10% (7)	10% (8)	76
Employ: Self-Employed	22% (18)	24% (20)	9% (7)	18% (15)	6% (5)	21% (18)	83
Employ: Homemaker	16% (10)	19% (12)	15% (10)	24% (15)	13% (9)	13% (9)	65
Employ: Retired	16% (43)	21% (57)	11% (31)	30% (81)	9% (24)	14% (37)	274
Employ: Unemployed	16% (21)	16% (21)	11% (15)	35% (45)	5% (7)	16% (21)	129
Employ: Other	12% (9)	26% (19)	8% (5)	27% (20)	11% (8)	15% (11)	72
Military HH: Yes	24% (29)	18% (22)	11% (13)	28% (34)	6% (8)	13% (15)	120
Military HH: No	21% (217)	23% (245)	11% (120)	23% (237)	8% (84)	13% (139)	1042
2022 House Vote: Democrat	26% (124)	23% (110)	12% (58)	22% (106)	6% (31)	10% (50)	479
2022 House Vote: Republican	19% (60)	24% (74)	10% (32)	29% (91)	6% (20)	11% (35)	313
2022 House Vote: Didn't Vote	18% (59)	22% (74)	11% (35)	19% (65)	12% (42)	18% (59)	333
2020 Vote: Joe Biden	26% (125)	25% (121)	10% (51)	21% (103)	7% (34)	11% (53)	486
2020 Vote: Donald Trump	16% (57)	24% (87)	12% (42)	29% (104)	6% (23)	13% (45)	357
2020 Vote: Didn't Vote	21% (59)	18% (50)	14% (38)	20% (57)	12% (34)	15% (41)	279

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Table MCEN6_16: How interested are you in seeing the following upcoming films in theaters?
Mission: Impossible - Dead Reckoning, Part One

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	21% (246)	23% (267)	11% (132)	23% (271)	8% (92)	13% (154)	1162
2018 House Vote: Democrat	27% (107)	24% (95)	11% (42)	20% (80)	7% (29)	10% (41)	394
2018 House Vote: Republican	18% (53)	25% (73)	8% (25)	29% (85)	7% (21)	13% (37)	295
2018 House Vote: Didnt Vote	19% (82)	20% (90)	14% (61)	23% (102)	9% (38)	16% (70)	441
4-Region: Northeast	22% (44)	25% (50)	13% (25)	24% (48)	7% (14)	10% (21)	202
4-Region: Midwest	18% (45)	18% (46)	10% (24)	31% (78)	8% (20)	16% (39)	253
4-Region: South	17% (73)	22% (97)	14% (61)	24% (104)	10% (44)	13% (59)	438
4-Region: West	31% (84)	28% (74)	8% (22)	15% (40)	5% (14)	13% (34)	268
Film Fan	23% (227)	25% (246)	12% (115)	22% (221)	7% (68)	12% (121)	996
Avid Film Fan	36% (148)	23% (95)	10% (41)	16% (64)	7% (28)	7% (29)	407
Went to Theaters 1+ Times in Past Month	31% (149)	28% (136)	12% (59)	14% (66)	6% (30)	8% (40)	479
Went to Theaters 3+ Times in Past Month	44% (79)	30% (54)	8% (15)	6% (10)	7% (12)	5% (10)	180
Went to Theaters Once/Month or more in Past Year	45% (100)	29% (65)	8% (18)	5% (12)	7% (16)	6% (14)	224
Went to Theaters Once Every 2 Months or less in Past Year	15% (131)	22% (193)	13% (112)	28% (243)	8% (72)	15% (129)	880

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

Table MCEN6_17: How interested are you in seeing the following upcoming films in theaters?

Barbie

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	13% (151)	15% (177)	15% (178)	36% (420)	9% (105)	11% (122)	1153
Gender: Male	16% (88)	16% (86)	15% (81)	35% (194)	9% (47)	10% (55)	552
Gender: Female	10% (62)	15% (90)	16% (97)	37% (224)	10% (57)	11% (67)	598
Age: 18-34	25% (83)	24% (78)	13% (43)	19% (62)	11% (38)	8% (27)	333
Age: 35-44	16% (31)	23% (45)	20% (40)	24% (47)	8% (15)	9% (18)	196
Age: 45-64	9% (31)	11% (38)	16% (56)	48% (170)	6% (21)	11% (40)	355
Age: 65+	2% (6)	6% (16)	14% (39)	53% (142)	11% (30)	14% (37)	269
GenZers: 1997-2012	22% (31)	25% (36)	12% (18)	23% (33)	12% (18)	6% (9)	143
Millennials: 1981-1996	23% (79)	22% (76)	17% (57)	20% (68)	9% (32)	9% (32)	343
GenXers: 1965-1980	12% (34)	14% (38)	17% (46)	41% (111)	5% (14)	11% (29)	272
Baby Boomers: 1946-1964	2% (7)	7% (25)	14% (51)	55% (196)	11% (39)	11% (40)	358
PID: Dem (no lean)	20% (100)	19% (97)	16% (80)	30% (153)	7% (37)	9% (46)	514
PID: Ind (no lean)	9% (28)	8% (26)	16% (50)	43% (133)	12% (38)	12% (37)	313
PID: Rep (no lean)	7% (23)	16% (53)	15% (47)	41% (134)	9% (29)	12% (39)	326
PID/Gender: Dem Men	25% (65)	22% (57)	14% (37)	28% (73)	5% (14)	7% (18)	263
PID/Gender: Dem Women	14% (35)	16% (41)	17% (43)	32% (80)	9% (24)	11% (29)	250
PID/Gender: Ind Men	8% (10)	4% (4)	18% (21)	44% (53)	14% (17)	13% (16)	129
PID/Gender: Ind Women	9% (17)	12% (22)	15% (29)	41% (78)	11% (22)	11% (22)	189
PID/Gender: Rep Men	8% (13)	15% (25)	13% (22)	41% (68)	10% (17)	13% (21)	167
PID/Gender: Rep Women	6% (10)	17% (28)	16% (25)	42% (66)	8% (12)	11% (17)	158
Ideo: Liberal (1-3)	19% (70)	17% (65)	19% (70)	30% (112)	6% (24)	9% (34)	379
Ideo: Moderate (4)	10% (31)	14% (46)	15% (49)	38% (123)	12% (38)	11% (34)	321
Ideo: Conservative (5-7)	13% (46)	15% (53)	13% (49)	40% (144)	9% (34)	10% (38)	365
Educ: < College	12% (85)	13% (94)	17% (121)	37% (272)	10% (71)	12% (84)	727
Educ: Bachelors degree	12% (32)	18% (48)	17% (45)	40% (109)	8% (23)	6% (15)	273
Educ: Post-grad	22% (34)	23% (34)	7% (11)	26% (40)	7% (11)	15% (23)	153
Income: Under 50k	8% (47)	13% (77)	17% (99)	40% (233)	11% (63)	11% (65)	583
Income: 50k-100k	16% (57)	13% (45)	15% (51)	37% (131)	7% (25)	12% (41)	350
Income: 100k+	22% (47)	25% (54)	13% (27)	26% (57)	8% (16)	7% (16)	217
Ethnicity: White	14% (127)	14% (126)	15% (131)	37% (331)	9% (77)	11% (98)	899

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Table MCEN6_17: How interested are you in seeing the following upcoming films in theaters?
Barbie

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	13% (151)	15% (177)	15% (178)	36% (420)	9% (105)	11% (122)	1153
Ethnicity: Hispanic	20% (39)	14% (27)	16% (31)	32% (61)	6% (12)	11% (21)	192
Ethnicity: Black	10% (15)	23% (34)	17% (24)	27% (40)	13% (19)	10% (15)	147
Ethnicity: Other	8% (9)	14% (16)	20% (22)	43% (49)	7% (8)	8% (10)	114
All Christian	10% (49)	15% (76)	15% (75)	41% (205)	10% (48)	9% (43)	495
All Non-Christian	35% (46)	20% (26)	14% (18)	16% (21)	5% (7)	9% (12)	131
Agnostic/Nothing in particular	11% (32)	11% (34)	13% (40)	41% (121)	10% (30)	13% (39)	296
Something Else	8% (16)	17% (32)	21% (40)	31% (58)	9% (18)	13% (25)	190
Religious Non-Protestant/Catholic	32% (46)	19% (27)	14% (19)	19% (28)	5% (8)	10% (14)	143
Evangelical	12% (34)	18% (51)	15% (42)	35% (100)	8% (24)	12% (36)	288
Non-Evangelical	8% (29)	14% (53)	19% (71)	41% (155)	10% (39)	8% (29)	376
Community: Urban	23% (87)	16% (60)	15% (55)	30% (113)	8% (32)	9% (33)	380
Community: Suburban	9% (44)	15% (75)	16% (77)	39% (188)	9% (46)	12% (56)	486
Community: Rural	7% (21)	14% (41)	16% (46)	42% (119)	9% (27)	11% (33)	286
Employ: Private Sector	18% (73)	20% (81)	14% (58)	33% (131)	5% (19)	9% (38)	401
Employ: Government	24% (20)	25% (22)	12% (10)	18% (15)	16% (14)	5% (4)	85
Employ: Self-Employed	12% (10)	13% (11)	20% (16)	24% (20)	18% (15)	14% (12)	83
Employ: Homemaker	11% (10)	18% (16)	22% (19)	25% (22)	10% (9)	13% (11)	86
Employ: Retired	3% (9)	7% (19)	14% (39)	54% (151)	10% (27)	12% (34)	278
Employ: Unemployed	8% (10)	12% (14)	17% (20)	40% (47)	11% (14)	11% (13)	119
Employ: Other	6% (4)	12% (8)	19% (12)	42% (27)	9% (6)	12% (8)	65
Military HH: Yes	12% (18)	14% (20)	20% (30)	40% (59)	10% (14)	5% (8)	150
Military HH: No	13% (134)	16% (156)	15% (148)	36% (361)	9% (90)	11% (114)	1003
2022 House Vote: Democrat	18% (89)	16% (80)	18% (90)	32% (162)	8% (37)	8% (40)	498
2022 House Vote: Republican	5% (17)	15% (50)	16% (52)	43% (141)	10% (33)	10% (31)	325
2022 House Vote: Didnt Vote	14% (41)	14% (43)	10% (31)	35% (104)	11% (33)	16% (48)	301
2020 Vote: Joe Biden	16% (84)	16% (80)	19% (99)	33% (170)	7% (35)	8% (43)	510
2020 Vote: Donald Trump	6% (22)	15% (50)	15% (50)	45% (155)	9% (32)	9% (32)	341
2020 Vote: Didn't Vote	15% (40)	16% (43)	10% (27)	31% (85)	14% (38)	15% (41)	273

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Table MCEN6_17: How interested are you in seeing the following upcoming films in theaters?

Barbie

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	13% (151)	15% (177)	15% (178)	36% (420)	9% (105)	11% (122)	1153
2018 House Vote: Democrat	19% (79)	16% (68)	18% (77)	32% (135)	6% (27)	8% (32)	419
2018 House Vote: Republican	7% (19)	13% (38)	13% (38)	47% (136)	10% (29)	10% (30)	291
2018 House Vote: Didnt Vote	12% (49)	16% (68)	14% (58)	33% (139)	11% (46)	14% (57)	417
4-Region: Northeast	19% (41)	14% (31)	18% (39)	30% (66)	11% (24)	9% (19)	220
4-Region: Midwest	11% (25)	12% (28)	15% (35)	44% (102)	8% (18)	10% (24)	232
4-Region: South	8% (34)	16% (65)	16% (68)	39% (162)	11% (47)	10% (43)	418
4-Region: West	18% (51)	18% (52)	13% (36)	32% (91)	5% (15)	13% (37)	283
Film Fan	15% (149)	16% (159)	16% (165)	36% (362)	9% (89)	9% (91)	1015
Avid Film Fan	25% (98)	19% (74)	16% (62)	32% (129)	4% (17)	5% (18)	399
Went to Theaters 1+ Times in Past Month	22% (102)	25% (116)	17% (77)	23% (107)	6% (27)	7% (30)	460
Went to Theaters 3+ Times in Past Month	35% (72)	26% (53)	13% (27)	13% (28)	7% (15)	6% (11)	206
Went to Theaters Once/Month or more in Past Year	33% (76)	26% (59)	15% (34)	19% (45)	3% (7)	4% (10)	231
Went to Theaters Once Every 2 Months or less in Past Year	8% (71)	13% (111)	17% (141)	41% (349)	10% (88)	11% (96)	856

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

**Table MCEN6_18: How interested are you in seeing the following upcoming films in theaters?
 Oppenheimer**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	12% (143)	15% (171)	12% (144)	15% (177)	6% (75)	39% (455)	1166
Gender: Male	20% (111)	21% (116)	13% (73)	12% (67)	9% (48)	25% (138)	554
Gender: Female	5% (32)	9% (55)	12% (71)	18% (109)	4% (27)	52% (317)	612
Age: 18-34	17% (54)	15% (48)	8% (24)	9% (28)	8% (27)	43% (138)	320
Age: 35-44	15% (28)	17% (32)	16% (30)	10% (18)	8% (15)	34% (63)	187
Age: 45-64	10% (38)	14% (53)	15% (57)	18% (70)	5% (18)	39% (151)	386
Age: 65+	8% (23)	14% (38)	12% (33)	22% (60)	6% (15)	38% (104)	274
GenZers: 1997-2012	9% (13)	20% (27)	7% (10)	9% (12)	10% (14)	44% (59)	135
Millennials: 1981-1996	19% (66)	14% (48)	12% (40)	9% (30)	7% (25)	38% (130)	338
GenXers: 1965-1980	11% (33)	13% (39)	14% (43)	17% (53)	6% (19)	39% (118)	305
Baby Boomers: 1946-1964	8% (30)	15% (53)	14% (49)	20% (71)	5% (17)	38% (133)	353
PID: Dem (no lean)	19% (97)	18% (95)	12% (62)	11% (57)	7% (34)	34% (178)	523
PID: Ind (no lean)	5% (17)	12% (40)	12% (39)	18% (58)	7% (21)	45% (143)	319
PID: Rep (no lean)	9% (29)	11% (37)	13% (44)	19% (61)	6% (19)	41% (134)	325
PID/Gender: Dem Men	26% (72)	23% (64)	14% (38)	9% (25)	8% (21)	20% (55)	275
PID/Gender: Dem Women	10% (25)	12% (31)	10% (24)	13% (32)	5% (13)	50% (123)	247
PID/Gender: Ind Men	11% (14)	21% (26)	12% (15)	15% (19)	12% (15)	30% (38)	126
PID/Gender: Ind Women	2% (3)	7% (14)	13% (24)	20% (39)	3% (7)	55% (106)	192
PID/Gender: Rep Men	16% (25)	17% (26)	14% (21)	15% (23)	8% (12)	30% (46)	152
PID/Gender: Rep Women	2% (4)	6% (11)	13% (23)	22% (39)	4% (7)	51% (88)	173
Ideo: Liberal (1-3)	17% (60)	22% (78)	12% (41)	12% (44)	6% (22)	31% (110)	356
Ideo: Moderate (4)	10% (40)	11% (43)	12% (46)	15% (57)	8% (31)	44% (167)	384
Ideo: Conservative (5-7)	12% (42)	14% (48)	15% (53)	16% (57)	5% (17)	38% (133)	353
Educ: < College	9% (69)	12% (89)	11% (86)	17% (134)	7% (51)	44% (342)	777
Educ: Bachelors degree	11% (29)	23% (58)	16% (40)	11% (28)	7% (18)	31% (79)	250
Educ: Post-grad	32% (46)	17% (24)	13% (19)	11% (15)	4% (6)	24% (34)	144
Income: Under 50k	7% (46)	15% (91)	12% (75)	16% (99)	7% (47)	43% (270)	628
Income: 50k-100k	15% (53)	15% (52)	12% (44)	16% (56)	5% (17)	38% (135)	357
Income: 100k+	24% (44)	15% (28)	14% (26)	12% (23)	6% (11)	28% (50)	181
Ethnicity: White	13% (118)	13% (120)	12% (111)	16% (144)	6% (52)	40% (366)	910

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Table MCEN6_18: How interested are you in seeing the following upcoming films in theaters?
Oppenheimer

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	12% (143)	15% (171)	12% (144)	15% (177)	6% (75)	39% (455)	1166
Ethnicity: Hispanic	13% (30)	16% (36)	11% (25)	12% (27)	3% (7)	45% (101)	226
Ethnicity: Black	12% (19)	14% (23)	14% (21)	15% (23)	12% (19)	33% (51)	156
Ethnicity: Other	6% (6)	29% (29)	12% (12)	11% (11)	4% (4)	38% (38)	100
All Christian	10% (57)	16% (88)	14% (79)	14% (78)	5% (26)	40% (221)	548
All Non-Christian	34% (47)	16% (22)	10% (14)	10% (13)	7% (10)	23% (32)	138
Agnostic/Nothing in particular	9% (24)	13% (35)	10% (27)	15% (42)	9% (24)	44% (121)	273
Something Else	5% (8)	13% (22)	13% (22)	22% (36)	7% (12)	39% (65)	165
Religious Non-Protestant/Catholic	33% (49)	15% (23)	10% (15)	10% (14)	7% (11)	25% (37)	149
Evangelical	9% (27)	17% (49)	11% (32)	16% (47)	5% (14)	42% (119)	288
Non-Evangelical	8% (34)	15% (60)	16% (66)	16% (65)	5% (22)	39% (161)	409
Community: Urban	21% (76)	14% (51)	11% (40)	12% (43)	9% (34)	32% (113)	357
Community: Suburban	11% (57)	16% (83)	13% (69)	15% (77)	5% (25)	40% (207)	518
Community: Rural	4% (10)	13% (37)	12% (35)	20% (57)	6% (16)	46% (135)	291
Employ: Private Sector	13% (54)	19% (80)	16% (65)	12% (48)	8% (34)	32% (132)	414
Employ: Government	30% (24)	22% (17)	4% (3)	9% (7)	4% (3)	31% (24)	78
Employ: Self-Employed	19% (17)	8% (7)	11% (10)	18% (16)	10% (9)	34% (30)	89
Employ: Homemaker	7% (6)	10% (9)	13% (12)	15% (13)	1% (1)	54% (48)	90
Employ: Retired	9% (24)	14% (38)	13% (36)	22% (62)	3% (10)	38% (105)	274
Employ: Unemployed	6% (6)	7% (8)	15% (17)	16% (18)	10% (11)	46% (51)	111
Employ: Other	7% (5)	12% (9)	2% (2)	10% (8)	8% (6)	60% (44)	72
Military HH: Yes	10% (13)	22% (29)	9% (11)	19% (25)	5% (7)	34% (44)	129
Military HH: No	13% (130)	14% (142)	13% (133)	15% (152)	7% (68)	40% (411)	1037
2022 House Vote: Democrat	16% (86)	21% (112)	12% (64)	13% (66)	6% (32)	31% (163)	522
2022 House Vote: Republican	9% (30)	14% (43)	14% (43)	20% (63)	4% (12)	40% (127)	319
2022 House Vote: Didnt Vote	9% (26)	5% (13)	13% (37)	14% (41)	10% (30)	50% (148)	295
2020 Vote: Joe Biden	17% (89)	19% (102)	12% (62)	12% (62)	6% (31)	34% (175)	521
2020 Vote: Donald Trump	9% (29)	14% (47)	12% (42)	22% (74)	5% (17)	39% (133)	341
2020 Vote: Didn't Vote	9% (23)	8% (21)	14% (38)	13% (35)	10% (26)	46% (122)	266

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Table MCEN6_18: How interested are you in seeing the following upcoming films in theaters?
Oppenheimer

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	12% (143)	15% (171)	12% (144)	15% (177)	6% (75)	39% (455)	1166
2018 House Vote: Democrat	17% (76)	19% (88)	15% (66)	13% (57)	5% (23)	32% (143)	454
2018 House Vote: Republican	10% (30)	13% (39)	13% (38)	19% (56)	5% (14)	40% (118)	294
2018 House Vote: Didnt Vote	9% (36)	10% (41)	10% (39)	15% (60)	9% (35)	46% (176)	387
4-Region: Northeast	22% (47)	7% (15)	16% (34)	16% (35)	5% (12)	34% (74)	217
4-Region: Midwest	9% (23)	13% (31)	11% (26)	23% (56)	5% (13)	38% (92)	239
4-Region: South	8% (36)	17% (74)	11% (49)	14% (63)	8% (38)	41% (184)	444
4-Region: West	14% (38)	20% (52)	13% (35)	9% (23)	5% (13)	39% (105)	267
Film Fan	14% (140)	16% (161)	13% (127)	14% (137)	7% (66)	37% (377)	1007
Avid Film Fan	25% (100)	15% (62)	12% (48)	11% (46)	7% (28)	30% (120)	404
Went to Theaters 1+ Times in Past Month	21% (99)	20% (97)	11% (53)	10% (50)	8% (37)	30% (141)	476
Went to Theaters 3+ Times in Past Month	33% (63)	25% (47)	10% (19)	7% (14)	11% (21)	14% (26)	190
Went to Theaters Once/Month or more in Past Year	31% (71)	22% (52)	12% (28)	10% (23)	7% (17)	17% (40)	230
Went to Theaters Once Every 2 Months or less in Past Year	8% (70)	13% (115)	13% (112)	17% (150)	6% (52)	44% (391)	890

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

Table MCEN6_19: How interested are you in seeing the following upcoming films in theaters?

Haunted Mansion

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	17% (202)	22% (260)	11% (129)	21% (245)	6% (77)	23% (266)	1180
Gender: Male	21% (126)	24% (143)	12% (69)	17% (101)	6% (36)	19% (112)	580
Gender: Female	13% (76)	20% (118)	10% (61)	24% (143)	7% (40)	26% (154)	590
Age: 18-34	25% (81)	24% (80)	9% (30)	16% (52)	8% (25)	19% (61)	320
Age: 35-44	21% (40)	31% (59)	14% (27)	13% (24)	7% (13)	15% (29)	190
Age: 45-64	17% (66)	21% (83)	12% (46)	20% (80)	7% (27)	24% (95)	390
Age: 65+	6% (15)	15% (38)	10% (26)	34% (90)	4% (12)	31% (82)	260
GenZers: 1997-2012	17% (24)	23% (32)	7% (9)	13% (18)	9% (13)	31% (44)	130
Millennials: 1981-1996	26% (90)	28% (99)	13% (44)	15% (51)	7% (25)	12% (42)	350
GenXers: 1965-1980	17% (51)	23% (69)	12% (37)	20% (59)	6% (18)	22% (65)	290
Baby Boomers: 1946-1964	10% (36)	16% (57)	10% (36)	30% (104)	6% (20)	28% (99)	350
PID: Dem (no lean)	20% (106)	26% (134)	12% (60)	15% (80)	6% (32)	21% (108)	510
PID: Ind (no lean)	12% (39)	21% (69)	10% (35)	25% (83)	7% (24)	25% (83)	330
PID: Rep (no lean)	17% (57)	18% (58)	11% (35)	25% (82)	6% (20)	23% (75)	320
PID/Gender: Dem Men	27% (74)	32% (87)	10% (27)	11% (31)	7% (19)	13% (34)	270
PID/Gender: Dem Women	13% (32)	19% (47)	13% (33)	20% (49)	5% (13)	30% (73)	240
PID/Gender: Ind Men	16% (25)	20% (30)	14% (21)	21% (32)	5% (8)	24% (36)	150
PID/Gender: Ind Women	8% (14)	22% (39)	8% (14)	28% (50)	9% (16)	26% (46)	170
PID/Gender: Rep Men	16% (26)	16% (26)	13% (21)	24% (38)	5% (9)	25% (41)	160
PID/Gender: Rep Women	18% (30)	19% (32)	8% (14)	26% (44)	7% (12)	21% (34)	160
Ideo: Liberal (1-3)	16% (61)	26% (100)	12% (47)	16% (61)	6% (21)	24% (92)	380
Ideo: Moderate (4)	17% (61)	24% (86)	12% (43)	20% (71)	6% (21)	21% (75)	350
Ideo: Conservative (5-7)	19% (67)	17% (59)	9% (32)	28% (99)	7% (24)	21% (77)	350
Educ: < College	17% (132)	22% (170)	11% (82)	21% (161)	7% (53)	23% (175)	770
Educ: Bachelors degree	12% (31)	23% (58)	13% (32)	24% (60)	5% (13)	23% (59)	250
Educ: Post-grad	25% (38)	22% (33)	10% (15)	16% (24)	7% (10)	21% (32)	150
Income: Under 50k	14% (90)	23% (147)	11% (74)	20% (130)	7% (43)	25% (160)	640
Income: 50k-100k	18% (63)	21% (72)	10% (34)	25% (84)	8% (27)	18% (63)	340
Income: 100k+	25% (49)	21% (41)	11% (21)	16% (31)	4% (7)	23% (44)	190
Ethnicity: White	17% (154)	22% (194)	10% (94)	22% (198)	6% (57)	22% (202)	890

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Table MCEN6_19: How interested are you in seeing the following upcoming films in theaters?
Haunted Mansion

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	17% (202)	22% (260)	11% (129)	21% (245)	6% (77)	23% (266)	1180
Ethnicity: Hispanic	23% (42)	30% (56)	5% (9)	22% (40)	4% (7)	16% (30)	183
Ethnicity: Black	25% (37)	19% (28)	14% (21)	16% (24)	8% (12)	18% (27)	150
Ethnicity: Other	8% (11)	29% (38)	11% (14)	18% (23)	6% (8)	28% (37)	132
All Christian	17% (89)	25% (129)	9% (46)	23% (121)	6% (32)	20% (105)	522
All Non-Christian	37% (51)	26% (36)	9% (12)	10% (14)	4% (6)	15% (20)	138
Agnostic/Nothing in particular	14% (43)	18% (53)	13% (38)	19% (57)	8% (24)	28% (83)	298
Something Else	9% (17)	19% (34)	15% (28)	25% (45)	7% (13)	24% (44)	181
Religious Non-Protestant/Catholic	36% (53)	24% (36)	10% (15)	9% (14)	6% (9)	14% (20)	146
Evangelical	16% (44)	19% (52)	10% (26)	27% (75)	5% (13)	24% (66)	277
Non-Evangelical	14% (58)	26% (109)	11% (44)	22% (91)	7% (27)	20% (82)	410
Community: Urban	25% (91)	23% (87)	13% (47)	16% (60)	7% (25)	17% (62)	372
Community: Suburban	15% (76)	18% (96)	12% (61)	24% (126)	6% (31)	26% (135)	525
Community: Rural	12% (34)	27% (78)	7% (21)	21% (60)	7% (21)	25% (70)	283
Employ: Private Sector	19% (79)	28% (116)	13% (53)	15% (60)	7% (28)	18% (75)	412
Employ: Government	32% (27)	26% (22)	9% (7)	14% (12)	5% (4)	15% (13)	84
Employ: Self-Employed	18% (18)	20% (19)	14% (13)	19% (19)	10% (10)	19% (19)	98
Employ: Homemaker	14% (9)	18% (12)	5% (4)	26% (17)	12% (8)	25% (16)	66
Employ: Retired	10% (28)	16% (45)	10% (27)	32% (91)	3% (9)	31% (88)	289
Employ: Unemployed	15% (17)	17% (20)	11% (12)	24% (27)	7% (8)	27% (32)	116
Employ: Other	17% (14)	24% (20)	10% (8)	19% (16)	10% (9)	21% (17)	83
Military HH: Yes	18% (26)	28% (41)	7% (10)	21% (31)	4% (6)	22% (32)	146
Military HH: No	17% (176)	21% (220)	12% (119)	21% (215)	7% (70)	23% (235)	1034
2022 House Vote: Democrat	20% (106)	28% (146)	10% (49)	18% (95)	6% (31)	17% (89)	517
2022 House Vote: Republican	15% (47)	15% (48)	12% (40)	28% (90)	6% (18)	25% (81)	324
2022 House Vote: Didnt Vote	15% (47)	20% (61)	12% (37)	15% (47)	9% (27)	29% (89)	308
2020 Vote: Joe Biden	20% (104)	26% (137)	12% (62)	19% (97)	6% (30)	17% (90)	519
2020 Vote: Donald Trump	14% (48)	17% (61)	10% (36)	28% (97)	5% (19)	26% (89)	350
2020 Vote: Didn't Vote	18% (48)	20% (56)	11% (29)	15% (42)	9% (24)	28% (76)	275

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Table MCEN6_19: How interested are you in seeing the following upcoming films in theaters?

Haunted Mansion

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	17% (202)	22% (260)	11% (129)	21% (245)	6% (77)	23% (266)	1180
2018 House Vote: Democrat	21% (91)	26% (109)	12% (51)	17% (72)	6% (24)	18% (77)	424
2018 House Vote: Republican	15% (47)	15% (45)	11% (33)	30% (92)	5% (15)	24% (74)	306
2018 House Vote: Didnt Vote	15% (63)	23% (96)	10% (41)	17% (73)	9% (38)	25% (105)	415
4-Region: Northeast	28% (59)	18% (39)	10% (20)	22% (46)	5% (10)	18% (37)	211
4-Region: Midwest	14% (32)	16% (36)	12% (29)	27% (61)	4% (10)	27% (62)	230
4-Region: South	15% (71)	26% (123)	9% (42)	23% (105)	8% (38)	19% (88)	467
4-Region: West	15% (40)	23% (63)	14% (39)	12% (33)	7% (18)	29% (79)	272
Film Fan	19% (195)	23% (246)	11% (115)	20% (209)	6% (67)	21% (221)	1054
Avid Film Fan	25% (106)	27% (112)	9% (39)	16% (67)	7% (29)	15% (64)	417
Went to Theaters 1+ Times in Past Month	26% (131)	27% (132)	10% (49)	14% (70)	7% (34)	16% (79)	496
Went to Theaters 3+ Times in Past Month	41% (83)	26% (53)	8% (16)	7% (15)	7% (14)	10% (20)	200
Went to Theaters Once/Month or more in Past Year	34% (75)	31% (68)	8% (19)	9% (20)	7% (15)	12% (26)	222
Went to Theaters Once Every 2 Months or less in Past Year	13% (115)	21% (188)	12% (105)	24% (217)	6% (51)	24% (215)	892

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

Table MCEN6_20: How interested are you in seeing the following upcoming films in theaters?
Gran Turismo

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	13% (152)	17% (197)	12% (146)	19% (222)	9% (110)	29% (347)	1175
Gender: Male	18% (106)	22% (131)	13% (79)	17% (98)	9% (53)	21% (123)	590
Gender: Female	8% (46)	11% (67)	12% (68)	21% (124)	10% (57)	38% (223)	584
Age: 18-34	18% (63)	20% (70)	10% (36)	12% (43)	8% (29)	31% (106)	344
Age: 35-44	14% (27)	27% (51)	11% (22)	18% (35)	8% (15)	21% (40)	189
Age: 45-64	13% (49)	13% (50)	16% (61)	19% (73)	9% (35)	29% (109)	377
Age: 65+	5% (13)	10% (27)	11% (28)	27% (71)	12% (31)	35% (91)	260
GenZers: 1997-2012	10% (13)	14% (17)	8% (10)	15% (19)	7% (10)	46% (59)	128
Millennials: 1981-1996	20% (76)	25% (93)	12% (45)	14% (51)	9% (34)	20% (75)	374
GenXers: 1965-1980	15% (43)	18% (51)	15% (43)	16% (47)	5% (14)	30% (86)	283
Baby Boomers: 1946-1964	4% (14)	10% (34)	13% (46)	28% (99)	15% (52)	31% (112)	358
PID: Dem (no lean)	18% (87)	19% (92)	13% (61)	16% (79)	8% (40)	26% (126)	483
PID: Ind (no lean)	9% (31)	16% (53)	12% (40)	19% (65)	13% (45)	31% (107)	344
PID: Rep (no lean)	10% (35)	15% (53)	13% (46)	22% (77)	7% (25)	32% (113)	349
PID/Gender: Dem Men	26% (67)	26% (67)	13% (32)	13% (34)	7% (19)	14% (36)	257
PID/Gender: Dem Women	8% (19)	11% (25)	13% (29)	20% (45)	9% (21)	39% (90)	228
PID/Gender: Ind Men	11% (18)	22% (34)	12% (19)	19% (29)	13% (21)	23% (35)	155
PID/Gender: Ind Women	7% (13)	10% (19)	11% (21)	20% (37)	13% (24)	39% (71)	183
PID/Gender: Rep Men	12% (21)	17% (30)	16% (28)	20% (35)	7% (13)	29% (51)	178
PID/Gender: Rep Women	8% (14)	14% (23)	11% (18)	25% (42)	7% (12)	36% (62)	177
Ideo: Liberal (1-3)	18% (63)	18% (63)	8% (29)	18% (63)	13% (46)	26% (93)	357
Ideo: Moderate (4)	10% (36)	21% (73)	16% (56)	16% (55)	7% (23)	31% (109)	352
Ideo: Conservative (5-7)	12% (46)	15% (57)	11% (42)	22% (82)	9% (32)	30% (109)	367
Educ: < College	12% (92)	15% (118)	13% (98)	21% (163)	10% (79)	29% (223)	773
Educ: Bachelors degree	10% (27)	21% (57)	13% (36)	14% (38)	9% (25)	32% (87)	270
Educ: Post-grad	25% (33)	17% (22)	9% (12)	16% (21)	5% (6)	28% (37)	133
Income: Under 50k	10% (65)	13% (84)	13% (86)	22% (139)	11% (72)	31% (200)	640
Income: 50k-100k	15% (49)	21% (72)	11% (38)	18% (61)	7% (24)	28% (93)	336
Income: 100k+	20% (39)	22% (42)	11% (22)	12% (22)	8% (15)	28% (53)	193
Ethnicity: White	13% (121)	17% (155)	13% (119)	19% (178)	9% (82)	29% (268)	923

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Table MCEN6_20: How interested are you in seeing the following upcoming films in theaters?

Gran Turismo

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	13% (152)	17% (197)	12% (146)	19% (222)	9% (110)	29% (347)	1175
Ethnicity: Hispanic	20% (39)	16% (31)	16% (31)	15% (30)	9% (17)	24% (48)	197
Ethnicity: Black	17% (24)	13% (18)	9% (12)	21% (30)	11% (16)	29% (42)	142
Ethnicity: Other	7% (7)	22% (25)	14% (15)	12% (14)	11% (12)	34% (37)	110
All Christian	12% (63)	18% (91)	11% (59)	20% (102)	9% (46)	30% (156)	516
All Non-Christian	37% (45)	18% (22)	6% (7)	13% (16)	8% (9)	20% (24)	123
Agnostic/Nothing in particular	10% (30)	17% (52)	17% (50)	16% (48)	10% (31)	30% (91)	302
Something Else	6% (12)	13% (25)	12% (24)	24% (46)	12% (22)	33% (63)	192
Religious Non-Protestant/Catholic	35% (47)	18% (24)	6% (8)	14% (18)	8% (10)	19% (26)	134
Evangelical	11% (37)	15% (46)	9% (30)	23% (74)	10% (33)	31% (100)	320
Non-Evangelical	9% (34)	18% (65)	14% (50)	19% (71)	9% (34)	31% (116)	370
Community: Urban	21% (78)	20% (74)	16% (60)	14% (54)	10% (37)	20% (76)	380
Community: Suburban	10% (52)	16% (83)	9% (47)	23% (115)	8% (38)	34% (169)	504
Community: Rural	8% (23)	14% (40)	13% (39)	18% (52)	12% (35)	35% (101)	290
Employ: Private Sector	17% (64)	22% (83)	16% (58)	13% (48)	8% (30)	24% (89)	371
Employ: Government	17% (16)	25% (23)	9% (8)	20% (19)	6% (6)	24% (22)	95
Employ: Self-Employed	19% (18)	20% (19)	13% (12)	19% (18)	10% (10)	18% (17)	93
Employ: Homemaker	7% (6)	22% (20)	7% (6)	17% (15)	9% (8)	38% (34)	89
Employ: Retired	6% (17)	9% (26)	11% (31)	27% (75)	14% (39)	32% (89)	278
Employ: Unemployed	10% (13)	10% (13)	17% (22)	19% (25)	10% (13)	33% (42)	127
Employ: Other	15% (12)	12% (9)	9% (7)	22% (17)	6% (4)	37% (29)	78
Military HH: Yes	10% (15)	22% (31)	9% (13)	23% (33)	11% (16)	24% (34)	142
Military HH: No	13% (138)	16% (166)	13% (133)	18% (189)	9% (94)	30% (312)	1032
2022 House Vote: Democrat	16% (78)	19% (94)	14% (69)	18% (88)	10% (48)	23% (111)	488
2022 House Vote: Republican	8% (25)	18% (59)	11% (36)	25% (82)	8% (25)	31% (102)	330
2022 House Vote: Didnt Vote	14% (46)	11% (35)	11% (36)	14% (46)	11% (34)	39% (125)	322
2020 Vote: Joe Biden	17% (86)	20% (99)	15% (74)	16% (79)	8% (41)	23% (114)	492
2020 Vote: Donald Trump	10% (36)	16% (61)	11% (41)	24% (90)	8% (31)	31% (118)	377
2020 Vote: Didn't Vote	10% (27)	12% (32)	10% (27)	17% (47)	14% (38)	37% (103)	274

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Table MCEN6_20: How interested are you in seeing the following upcoming films in theaters?
Gran Turismo

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	13% (152)	17% (197)	12% (146)	19% (222)	9% (110)	29% (347)	1175
2018 House Vote: Democrat	18% (72)	21% (82)	12% (47)	16% (64)	8% (33)	24% (96)	394
2018 House Vote: Republican	9% (29)	16% (48)	11% (35)	25% (77)	8% (24)	31% (93)	305
2018 House Vote: Didnt Vote	11% (48)	13% (58)	13% (59)	18% (77)	12% (53)	33% (145)	441
4-Region: Northeast	16% (34)	16% (35)	12% (25)	23% (49)	9% (19)	25% (53)	215
4-Region: Midwest	10% (25)	19% (45)	12% (29)	20% (50)	10% (25)	28% (69)	244
4-Region: South	13% (57)	12% (53)	10% (46)	20% (88)	10% (42)	35% (155)	441
4-Region: West	13% (36)	23% (63)	17% (46)	13% (35)	9% (24)	25% (70)	275
Film Fan	14% (145)	18% (186)	13% (136)	17% (177)	10% (100)	28% (286)	1029
Avid Film Fan	22% (91)	20% (84)	14% (56)	10% (42)	9% (38)	24% (98)	409
Went to Theaters 1+ Times in Past Month	21% (102)	24% (117)	12% (60)	12% (56)	8% (37)	23% (112)	483
Went to Theaters 3+ Times in Past Month	36% (67)	30% (57)	6% (12)	8% (16)	7% (14)	11% (21)	186
Went to Theaters Once/Month or more in Past Year	31% (71)	25% (59)	12% (27)	10% (23)	5% (12)	17% (39)	232
Went to Theaters Once Every 2 Months or less in Past Year	9% (78)	15% (134)	12% (107)	21% (187)	10% (86)	33% (286)	878

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

Table MCEN6_21: How interested are you in seeing the following upcoming films in theaters?

Strays

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	10% (120)	13% (150)	11% (128)	16% (189)	7% (83)	42% (484)	1153
Gender: Male	16% (87)	18% (100)	12% (64)	16% (86)	8% (41)	31% (168)	546
Gender: Female	5% (33)	8% (49)	11% (64)	17% (102)	7% (42)	52% (316)	606
Age: 18-34	14% (45)	15% (48)	9% (28)	12% (40)	9% (29)	40% (129)	320
Age: 35-44	16% (31)	21% (42)	16% (31)	12% (23)	6% (12)	30% (59)	199
Age: 45-64	10% (36)	12% (43)	11% (40)	16% (58)	8% (27)	43% (153)	358
Age: 65+	3% (7)	6% (17)	10% (28)	24% (67)	5% (14)	52% (143)	277
GenZers: 1997-2012	7% (10)	17% (22)	8% (11)	16% (20)	13% (17)	38% (50)	130
Millennials: 1981-1996	18% (63)	18% (63)	11% (40)	11% (40)	6% (21)	36% (125)	353
GenXers: 1965-1980	12% (35)	13% (37)	13% (37)	15% (43)	8% (24)	40% (117)	292
Baby Boomers: 1946-1964	4% (12)	8% (26)	11% (39)	22% (74)	6% (21)	49% (169)	344
PID: Dem (no lean)	15% (77)	17% (85)	11% (55)	13% (64)	7% (33)	37% (186)	500
PID: Ind (no lean)	5% (16)	10% (31)	9% (30)	17% (54)	8% (27)	51% (164)	322
PID: Rep (no lean)	8% (27)	10% (34)	13% (42)	21% (70)	7% (24)	41% (134)	330
PID/Gender: Dem Men	23% (61)	25% (68)	12% (32)	12% (33)	5% (15)	22% (60)	268
PID/Gender: Dem Women	7% (16)	7% (16)	10% (23)	14% (32)	8% (18)	54% (126)	233
PID/Gender: Ind Men	8% (9)	13% (15)	8% (10)	16% (19)	11% (13)	44% (51)	116
PID/Gender: Ind Women	4% (7)	8% (16)	10% (21)	17% (35)	7% (14)	55% (113)	206
PID/Gender: Rep Men	11% (17)	11% (17)	14% (22)	21% (34)	9% (14)	35% (57)	160
PID/Gender: Rep Women	6% (9)	10% (17)	12% (20)	21% (36)	6% (10)	46% (77)	169
Ideo: Liberal (1-3)	13% (47)	16% (57)	12% (44)	13% (46)	8% (29)	39% (142)	365
Ideo: Moderate (4)	9% (29)	12% (39)	11% (35)	15% (50)	5% (17)	48% (156)	323
Ideo: Conservative (5-7)	11% (41)	12% (42)	11% (38)	20% (71)	8% (27)	39% (141)	360
Educ: < College	9% (64)	11% (83)	12% (89)	17% (128)	9% (64)	43% (317)	745
Educ: Bachelors degree	9% (22)	14% (37)	11% (29)	16% (42)	4% (11)	45% (117)	257
Educ: Post-grad	22% (34)	20% (30)	7% (10)	12% (19)	5% (8)	33% (50)	153
Income: Under 50k	9% (54)	11% (68)	10% (64)	19% (115)	8% (50)	43% (265)	616
Income: 50k-100k	8% (29)	14% (50)	14% (49)	15% (52)	7% (26)	42% (146)	352
Income: 100k+	20% (37)	17% (32)	8% (14)	12% (22)	4% (7)	39% (72)	185
Ethnicity: White	10% (91)	11% (98)	12% (103)	16% (145)	7% (60)	44% (383)	880

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Table MCEN6_21: How interested are you in seeing the following upcoming films in theaters?
 Strays

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	10% (120)	13% (150)	11% (128)	16% (189)	7% (83)	42% (484)	1153
Ethnicity: Hispanic	16% (30)	5% (10)	15% (28)	10% (19)	7% (13)	47% (90)	190
Ethnicity: Black	17% (25)	15% (24)	9% (13)	17% (26)	6% (10)	36% (56)	153
Ethnicity: Other	2% (3)	23% (28)	10% (12)	15% (18)	11% (13)	38% (45)	119
All Christian	9% (50)	12% (65)	12% (64)	18% (97)	7% (36)	42% (230)	542
All Non-Christian	31% (38)	22% (27)	7% (9)	10% (12)	5% (7)	25% (30)	123
Agnostic/Nothing in particular	6% (16)	9% (25)	11% (30)	15% (41)	9% (23)	49% (131)	264
Something Else	8% (15)	13% (24)	12% (23)	18% (33)	8% (14)	41% (75)	184
Religious Non-Protestant/Catholic	28% (38)	21% (28)	8% (11)	11% (15)	8% (11)	23% (32)	136
Evangelical	11% (32)	11% (34)	9% (27)	21% (61)	5% (14)	43% (128)	296
Non-Evangelical	7% (29)	13% (54)	14% (55)	16% (65)	8% (32)	42% (172)	407
Community: Urban	19% (70)	17% (64)	10% (37)	14% (51)	8% (28)	32% (119)	369
Community: Suburban	7% (34)	11% (57)	11% (58)	16% (80)	7% (33)	48% (243)	505
Community: Rural	5% (15)	11% (29)	12% (33)	21% (58)	8% (22)	44% (122)	279
Employ: Private Sector	13% (51)	18% (69)	11% (42)	14% (54)	8% (33)	37% (144)	392
Employ: Government	23% (19)	17% (14)	11% (9)	15% (12)	11% (9)	24% (20)	83
Employ: Self-Employed	15% (11)	15% (11)	10% (7)	9% (6)	7% (5)	45% (33)	75
Employ: Homemaker	15% (11)	7% (5)	10% (7)	17% (12)	5% (4)	45% (33)	72
Employ: Retired	4% (11)	6% (18)	14% (40)	23% (65)	6% (16)	47% (133)	283
Employ: Unemployed	6% (7)	9% (12)	11% (14)	21% (27)	6% (7)	47% (60)	128
Employ: Other	5% (3)	17% (12)	6% (4)	12% (8)	9% (6)	52% (37)	71
Military HH: Yes	15% (21)	8% (11)	15% (21)	16% (22)	5% (7)	42% (58)	140
Military HH: No	10% (99)	14% (139)	11% (107)	16% (167)	8% (76)	42% (425)	1013
2022 House Vote: Democrat	15% (75)	18% (86)	11% (53)	14% (68)	6% (30)	36% (175)	486
2022 House Vote: Republican	8% (24)	10% (31)	12% (38)	22% (68)	5% (15)	43% (134)	311
2022 House Vote: Didnt Vote	6% (19)	8% (26)	9% (28)	14% (46)	11% (36)	52% (171)	327
2020 Vote: Joe Biden	15% (75)	16% (82)	12% (63)	13% (67)	5% (27)	38% (194)	508
2020 Vote: Donald Trump	7% (24)	11% (38)	12% (42)	22% (78)	5% (18)	44% (154)	353
2020 Vote: Didn't Vote	7% (19)	10% (26)	9% (23)	13% (35)	13% (34)	48% (124)	261

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Table MCEN6_21: How interested are you in seeing the following upcoming films in theaters?

Strays

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	10% (120)	13% (150)	11% (128)	16% (189)	7% (83)	42% (484)	1153
2018 House Vote: Democrat	15% (65)	18% (75)	12% (50)	12% (53)	5% (20)	39% (165)	428
2018 House Vote: Republican	8% (23)	10% (28)	12% (35)	23% (65)	6% (16)	42% (122)	289
2018 House Vote: Didnt Vote	7% (30)	10% (42)	9% (36)	16% (65)	10% (43)	47% (192)	408
4-Region: Northeast	14% (29)	12% (25)	7% (15)	23% (49)	4% (9)	39% (81)	208
4-Region: Midwest	9% (24)	14% (36)	9% (22)	17% (43)	7% (19)	44% (111)	255
4-Region: South	9% (38)	10% (45)	14% (60)	15% (67)	8% (33)	44% (191)	434
4-Region: West	11% (28)	17% (44)	12% (31)	11% (29)	9% (23)	39% (101)	256
Film Fan	11% (116)	14% (144)	12% (120)	15% (150)	7% (67)	41% (413)	1010
Avid Film Fan	21% (85)	18% (72)	9% (35)	13% (53)	8% (32)	31% (126)	404
Went to Theaters 1+ Times in Past Month	20% (88)	21% (95)	10% (44)	10% (44)	7% (33)	33% (148)	452
Went to Theaters 3+ Times in Past Month	35% (63)	24% (43)	8% (15)	10% (18)	8% (14)	16% (29)	181
Went to Theaters Once/Month or more in Past Year	30% (63)	25% (54)	8% (17)	9% (20)	8% (17)	20% (43)	213
Went to Theaters Once Every 2 Months or less in Past Year	6% (52)	10% (91)	12% (108)	19% (165)	6% (56)	46% (404)	877

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

Table MCEN6_22: How interested are you in seeing the following upcoming films in theaters?
Blue Beetle

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	9% (111)	13% (150)	10% (117)	18% (212)	6% (71)	44% (522)	1184
Gender: Male	17% (96)	18% (102)	11% (61)	16% (93)	6% (35)	33% (191)	578
Gender: Female	2% (15)	8% (48)	9% (56)	20% (118)	6% (36)	55% (331)	604
Age: 18-34	15% (50)	18% (62)	8% (27)	13% (44)	7% (23)	39% (130)	338
Age: 35-44	13% (26)	19% (38)	12% (23)	15% (31)	5% (10)	36% (73)	200
Age: 45-64	9% (34)	9% (35)	11% (40)	19% (72)	6% (23)	46% (171)	374
Age: 65+	— (1)	6% (16)	10% (26)	24% (65)	6% (16)	55% (149)	272
GenZers: 1997-2012	7% (10)	16% (24)	10% (14)	15% (22)	8% (12)	44% (64)	144
Millennials: 1981-1996	17% (63)	18% (67)	10% (36)	14% (52)	6% (20)	35% (128)	363
GenXers: 1965-1980	12% (35)	12% (33)	9% (25)	17% (50)	6% (18)	44% (127)	287
Baby Boomers: 1946-1964	1% (3)	7% (23)	12% (42)	23% (78)	6% (19)	52% (181)	347
PID: Dem (no lean)	13% (69)	17% (89)	8% (42)	16% (81)	6% (33)	40% (206)	520
PID: Ind (no lean)	5% (16)	8% (26)	12% (42)	17% (60)	7% (23)	52% (180)	347
PID: Rep (no lean)	8% (26)	11% (35)	10% (32)	22% (71)	5% (16)	43% (137)	317
PID/Gender: Dem Men	23% (61)	24% (64)	7% (20)	12% (33)	8% (20)	26% (68)	266
PID/Gender: Dem Women	3% (9)	10% (25)	9% (23)	18% (47)	5% (13)	54% (138)	254
PID/Gender: Ind Men	9% (14)	10% (16)	19% (28)	15% (23)	5% (8)	41% (63)	153
PID/Gender: Ind Women	1% (2)	5% (10)	7% (14)	19% (37)	7% (14)	60% (117)	194
PID/Gender: Rep Men	13% (21)	14% (23)	8% (13)	23% (36)	4% (7)	38% (60)	160
PID/Gender: Rep Women	3% (5)	8% (13)	13% (20)	22% (35)	6% (9)	49% (76)	157
Ideo: Liberal (1-3)	12% (44)	15% (59)	9% (35)	17% (64)	5% (19)	42% (162)	383
Ideo: Moderate (4)	8% (28)	13% (48)	14% (49)	15% (53)	9% (32)	42% (150)	359
Ideo: Conservative (5-7)	9% (31)	11% (40)	8% (28)	23% (82)	4% (15)	46% (164)	360
Educ: < College	7% (55)	11% (84)	9% (69)	21% (154)	6% (48)	45% (340)	749
Educ: Bachelors degree	7% (20)	14% (39)	12% (34)	16% (45)	5% (14)	46% (130)	282
Educ: Post-grad	24% (36)	18% (27)	9% (13)	9% (13)	7% (10)	34% (52)	152
Income: Under 50k	6% (39)	11% (69)	10% (64)	20% (124)	6% (39)	46% (281)	617
Income: 50k-100k	9% (34)	12% (44)	9% (33)	17% (60)	5% (20)	47% (171)	363
Income: 100k+	18% (37)	18% (37)	10% (20)	14% (28)	6% (12)	35% (70)	203
Ethnicity: White	9% (84)	11% (100)	9% (78)	19% (174)	6% (57)	45% (412)	906

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Table MCEN6_22: How interested are you in seeing the following upcoming films in theaters?

Blue Beetle

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	9% (111)	13% (150)	10% (117)	18% (212)	6% (71)	44% (522)	1183
Ethnicity: Hispanic	13% (25)	16% (29)	6% (11)	17% (32)	4% (8)	44% (84)	190
Ethnicity: Black	12% (19)	18% (30)	12% (20)	13% (21)	6% (9)	40% (67)	167
Ethnicity: Other	7% (7)	18% (20)	17% (19)	15% (16)	4% (5)	39% (43)	110
All Christian	6% (29)	13% (66)	10% (50)	20% (102)	6% (29)	46% (238)	514
All Non-Christian	33% (39)	23% (28)	9% (11)	11% (13)	2% (3)	23% (27)	119
Atheist	9% (5)	30% (17)	3% (2)	22% (12)	1% (1)	34% (19)	56
Agnostic/Nothing in particular	7% (18)	9% (25)	11% (31)	15% (41)	8% (22)	51% (142)	279
Something Else	9% (20)	7% (15)	11% (24)	20% (44)	8% (17)	45% (96)	215
Religious Non-Protestant/Catholic	31% (41)	22% (29)	9% (11)	13% (17)	2% (3)	24% (31)	133
Evangelical	9% (26)	11% (33)	10% (30)	20% (62)	5% (16)	44% (134)	302
Non-Evangelical	5% (19)	11% (43)	11% (43)	20% (79)	7% (27)	48% (193)	404
Community: Urban	21% (80)	16% (61)	8% (30)	19% (72)	6% (23)	31% (121)	387
Community: Suburban	4% (20)	12% (60)	11% (58)	16% (83)	5% (24)	53% (278)	522
Community: Rural	4% (11)	11% (29)	11% (29)	21% (56)	9% (24)	45% (124)	274
Employ: Private Sector	15% (62)	18% (74)	11% (44)	13% (53)	5% (21)	39% (159)	412
Employ: Government	21% (19)	13% (12)	6% (6)	16% (14)	10% (9)	34% (30)	90
Employ: Self-Employed	14% (12)	16% (14)	17% (15)	14% (12)	7% (7)	33% (29)	90
Employ: Homemaker	6% (4)	12% (9)	6% (5)	11% (8)	10% (7)	56% (42)	75
Employ: Retired	1% (2)	7% (19)	11% (33)	24% (69)	6% (16)	51% (146)	285
Employ: Unemployed	4% (5)	6% (8)	7% (9)	22% (27)	6% (8)	54% (66)	123
Employ: Other	4% (3)	15% (11)	4% (3)	29% (21)	3% (2)	46% (33)	73
Military HH: Yes	11% (17)	9% (14)	8% (13)	19% (29)	6% (9)	46% (70)	153
Military HH: No	9% (94)	13% (137)	10% (104)	18% (182)	6% (62)	44% (452)	1031
2022 House Vote: Democrat	12% (61)	17% (84)	9% (44)	16% (82)	5% (27)	40% (200)	497
2022 House Vote: Republican	8% (26)	10% (33)	11% (37)	23% (76)	5% (16)	43% (145)	333
2022 House Vote: Didn't Vote	8% (24)	9% (30)	11% (34)	14% (44)	8% (27)	50% (160)	320
2020 Vote: Joe Biden	13% (66)	16% (84)	9% (48)	16% (84)	5% (27)	40% (210)	519
2020 Vote: Donald Trump	7% (27)	11% (40)	10% (38)	22% (81)	6% (22)	44% (165)	373
2020 Vote: Didn't Vote	6% (16)	9% (24)	10% (26)	15% (38)	8% (21)	51% (130)	255

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Table MCEN6_22: How interested are you in seeing the following upcoming films in theaters?
Blue Beetle

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	9% (111)	13% (150)	10% (117)	18% (212)	6% (71)	44% (522)	1183
2018 House Vote: Democrat	13% (54)	17% (74)	9% (40)	14% (62)	5% (21)	41% (177)	429
2018 House Vote: Republican	9% (28)	10% (29)	9% (28)	22% (68)	5% (14)	45% (137)	304
2018 House Vote: Didnt Vote	7% (29)	11% (45)	10% (44)	18% (78)	8% (35)	46% (193)	424
4-Region: Northeast	14% (29)	12% (25)	7% (15)	23% (48)	6% (13)	37% (78)	207
4-Region: Midwest	10% (24)	7% (18)	8% (20)	24% (63)	4% (11)	47% (122)	258
4-Region: South	5% (23)	14% (67)	10% (49)	16% (73)	6% (30)	48% (225)	466
4-Region: West	14% (35)	16% (41)	13% (33)	11% (28)	7% (17)	39% (98)	252
Film Fan	10% (109)	13% (140)	11% (112)	16% (168)	6% (63)	43% (451)	1043
Avid Film Fan	20% (79)	16% (63)	8% (33)	14% (56)	8% (31)	33% (127)	390
Went to Theaters 1+ Times in Past Month	20% (97)	23% (108)	9% (43)	12% (59)	6% (27)	30% (144)	479
Went to Theaters 3+ Times in Past Month	32% (59)	33% (61)	10% (18)	8% (14)	5% (9)	13% (24)	184
Went to Theaters Once/Month or more in Past Year	29% (66)	25% (57)	11% (25)	7% (17)	5% (11)	23% (51)	226
Went to Theaters Once Every 2 Months or less in Past Year	5% (42)	10% (90)	9% (84)	21% (186)	6% (54)	49% (443)	899

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

Table MCEN6_23: How interested are you in seeing the following upcoming films in theaters?
Teenage Mutant Ninja Turtles: Mutant Mayhem

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	16% (188)	20% (238)	16% (187)	30% (358)	9% (110)	10% (122)	1202
Gender: Male	22% (130)	23% (135)	16% (94)	22% (129)	7% (42)	9% (53)	584
Gender: Female	9% (57)	17% (103)	15% (93)	37% (229)	11% (67)	11% (69)	617
Age: 18-34	22% (71)	26% (83)	14% (45)	17% (55)	11% (34)	9% (27)	316
Age: 35-44	30% (67)	29% (66)	10% (23)	16% (35)	8% (19)	6% (14)	225
Age: 45-64	11% (47)	19% (76)	19% (80)	33% (134)	8% (31)	10% (41)	408
Age: 65+	1% (3)	5% (12)	16% (40)	53% (134)	10% (25)	15% (39)	253
GenZers: 1997-2012	16% (21)	28% (38)	18% (25)	17% (23)	14% (19)	7% (10)	135
Millennials: 1981-1996	31% (113)	27% (98)	10% (36)	15% (54)	9% (32)	8% (28)	361
GenXers: 1965-1980	14% (47)	21% (72)	18% (60)	32% (108)	7% (25)	9% (30)	342
Baby Boomers: 1946-1964	2% (5)	8% (28)	19% (63)	47% (156)	10% (32)	15% (49)	332
PID: Dem (no lean)	20% (107)	21% (112)	17% (90)	26% (134)	8% (41)	8% (41)	524
PID: Ind (no lean)	9% (30)	23% (79)	14% (47)	32% (109)	13% (43)	11% (37)	345
PID: Rep (no lean)	15% (52)	14% (47)	15% (51)	35% (115)	8% (26)	13% (44)	334
PID/Gender: Dem Men	30% (87)	25% (74)	16% (46)	16% (48)	7% (20)	6% (18)	292
PID/Gender: Dem Women	9% (20)	16% (38)	19% (44)	37% (86)	9% (21)	10% (23)	231
PID/Gender: Ind Men	8% (11)	24% (32)	18% (24)	30% (40)	11% (15)	9% (12)	134
PID/Gender: Ind Women	9% (18)	22% (46)	11% (23)	33% (68)	14% (28)	12% (25)	210
PID/Gender: Rep Men	21% (32)	18% (29)	16% (24)	26% (41)	5% (8)	15% (23)	157
PID/Gender: Rep Women	11% (19)	11% (19)	15% (26)	42% (74)	10% (18)	12% (21)	177
Ideo: Liberal (1-3)	17% (68)	17% (68)	18% (72)	28% (111)	9% (34)	10% (40)	394
Ideo: Moderate (4)	16% (62)	23% (89)	14% (55)	28% (108)	10% (38)	8% (32)	384
Ideo: Conservative (5-7)	14% (49)	17% (59)	15% (50)	35% (119)	9% (29)	10% (33)	340
Educ: < College	15% (121)	20% (159)	16% (128)	29% (229)	9% (72)	10% (83)	792
Educ: Bachelors degree	12% (32)	19% (52)	17% (44)	34% (91)	10% (27)	8% (20)	266
Educ: Post-grad	24% (35)	19% (28)	10% (14)	27% (39)	7% (11)	13% (18)	143
Income: Under 50k	13% (81)	20% (127)	19% (120)	29% (185)	10% (64)	10% (65)	643
Income: 50k-100k	16% (60)	20% (72)	12% (46)	32% (119)	9% (32)	11% (39)	367
Income: 100k+	24% (47)	20% (39)	11% (22)	28% (55)	7% (14)	9% (18)	195
Ethnicity: White	15% (140)	19% (177)	14% (131)	33% (308)	9% (86)	10% (91)	932

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Table MCEN6_23: How interested are you in seeing the following upcoming films in theaters?
Teenage Mutant Ninja Turtles: Mutant Mayhem

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	16% (188)	20% (238)	16% (187)	30% (358)	9% (110)	10% (122)	1202
Ethnicity: Hispanic	28% (59)	25% (54)	17% (36)	17% (37)	8% (17)	5% (10)	214
Ethnicity: Black	21% (32)	29% (45)	17% (26)	17% (27)	8% (13)	8% (12)	155
Ethnicity: Other	14% (16)	14% (17)	26% (30)	20% (23)	9% (11)	17% (19)	115
All Christian	14% (74)	16% (85)	16% (86)	35% (188)	9% (46)	10% (55)	535
All Non-Christian	39% (47)	21% (26)	10% (12)	15% (18)	5% (6)	10% (12)	121
Atheist	6% (3)	30% (15)	12% (6)	27% (14)	12% (6)	13% (7)	51
Agnostic/Nothing in particular	13% (39)	22% (66)	18% (52)	26% (77)	11% (31)	11% (32)	297
Something Else	12% (24)	24% (47)	15% (30)	31% (62)	10% (20)	8% (16)	199
Religious Non-Protestant/Catholic	36% (47)	20% (26)	12% (16)	18% (24)	5% (6)	9% (12)	132
Evangelical	20% (62)	16% (49)	14% (44)	31% (92)	10% (30)	8% (24)	301
Non-Evangelical	8% (34)	19% (80)	17% (69)	36% (151)	8% (35)	11% (45)	414
Community: Urban	26% (100)	25% (96)	12% (46)	21% (79)	8% (29)	7% (28)	379
Community: Suburban	9% (49)	18% (92)	18% (95)	33% (175)	9% (47)	12% (65)	523
Community: Rural	13% (38)	16% (49)	15% (46)	35% (104)	12% (35)	10% (29)	301
Employ: Private Sector	18% (75)	29% (117)	16% (67)	24% (99)	5% (22)	8% (31)	411
Employ: Government	47% (41)	20% (17)	6% (5)	14% (12)	10% (9)	2% (2)	86
Employ: Self-Employed	18% (16)	23% (19)	11% (10)	25% (21)	14% (12)	9% (8)	85
Employ: Homemaker	18% (14)	17% (14)	13% (10)	29% (22)	14% (11)	8% (7)	78
Employ: Retired	2% (4)	6% (17)	19% (55)	48% (138)	10% (27)	15% (44)	285
Employ: Unemployed	7% (10)	26% (34)	16% (21)	26% (34)	14% (19)	12% (16)	133
Employ: Other	21% (17)	14% (11)	11% (9)	31% (25)	11% (9)	12% (10)	81
Military HH: Yes	13% (19)	13% (19)	20% (29)	36% (51)	8% (11)	10% (14)	145
Military HH: No	16% (168)	21% (219)	15% (158)	29% (307)	9% (98)	10% (107)	1058
2022 House Vote: Democrat	20% (104)	21% (112)	15% (81)	27% (141)	9% (47)	9% (47)	531
2022 House Vote: Republican	9% (28)	16% (52)	15% (46)	42% (131)	8% (25)	11% (35)	316
2022 House Vote: Didn't Vote	15% (49)	21% (67)	17% (54)	23% (73)	11% (35)	13% (40)	319
2020 Vote: Joe Biden	20% (108)	22% (120)	15% (80)	26% (144)	8% (46)	9% (48)	546
2020 Vote: Donald Trump	11% (37)	17% (58)	14% (51)	40% (139)	9% (32)	9% (33)	350
2020 Vote: Didn't Vote	16% (41)	20% (52)	18% (48)	23% (63)	11% (29)	12% (33)	267

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Table MCEN6_23: How interested are you in seeing the following upcoming films in theaters?
Teenage Mutant Ninja Turtles: Mutant Mayhem

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	16% (188)	20% (238)	16% (187)	30% (358)	9% (110)	10% (122)	1202
2018 House Vote: Democrat	18% (84)	23% (106)	15% (68)	27% (124)	9% (44)	8% (39)	466
2018 House Vote: Republican	10% (30)	16% (46)	13% (40)	43% (127)	7% (21)	11% (33)	296
2018 House Vote: Didnt Vote	17% (68)	19% (79)	17% (68)	25% (100)	11% (43)	12% (49)	406
4-Region: Northeast	19% (44)	15% (34)	14% (32)	31% (71)	10% (23)	12% (27)	230
4-Region: Midwest	13% (33)	17% (44)	14% (37)	37% (94)	11% (29)	8% (20)	257
4-Region: South	15% (67)	23% (99)	15% (67)	27% (117)	10% (44)	10% (45)	440
4-Region: West	16% (44)	22% (60)	19% (52)	28% (76)	5% (14)	10% (29)	276
Film Fan	17% (176)	20% (209)	16% (174)	29% (307)	9% (93)	9% (98)	1058
Avid Film Fan	25% (102)	24% (95)	17% (69)	20% (78)	9% (35)	5% (20)	400
Went to Theaters 1+ Times in Past Month	27% (130)	29% (143)	12% (60)	17% (84)	8% (39)	7% (34)	489
Went to Theaters 3+ Times in Past Month	39% (74)	26% (49)	8% (15)	11% (21)	9% (17)	6% (12)	188
Went to Theaters Once/Month or more in Past Year	38% (86)	26% (59)	9% (21)	13% (30)	6% (14)	7% (16)	226
Went to Theaters Once Every 2 Months or less in Past Year	10% (96)	19% (174)	17% (162)	34% (318)	9% (88)	10% (98)	936

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

Table MCEN6_24: How interested are you in seeing the following upcoming films in theaters?
 Meg 2: The Trench

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	15% (179)	15% (177)	13% (150)	19% (229)	8% (95)	30% (360)	1190
Gender: Male	22% (125)	19% (107)	13% (77)	16% (95)	9% (51)	21% (119)	573
Gender: Female	9% (54)	11% (70)	12% (73)	22% (133)	7% (44)	39% (240)	615
Age: 18-34	23% (77)	21% (72)	10% (35)	12% (42)	7% (25)	26% (86)	337
Age: 35-44	23% (46)	16% (32)	12% (24)	22% (44)	6% (13)	22% (44)	203
Age: 45-64	13% (52)	13% (53)	15% (58)	18% (74)	11% (43)	30% (121)	401
Age: 65+	2% (5)	8% (20)	13% (32)	28% (69)	6% (14)	44% (109)	249
GenZers: 1997-2012	24% (30)	16% (20)	12% (16)	9% (11)	10% (13)	30% (38)	127
Millennials: 1981-1996	23% (87)	21% (78)	10% (39)	18% (67)	6% (23)	22% (84)	379
GenXers: 1965-1980	15% (51)	12% (40)	15% (49)	19% (62)	13% (41)	26% (84)	328
Baby Boomers: 1946-1964	4% (11)	12% (38)	13% (44)	24% (79)	5% (18)	42% (137)	327
PID: Dem (no lean)	19% (100)	17% (89)	14% (75)	16% (82)	7% (35)	27% (144)	520
PID: Ind (no lean)	9% (32)	11% (37)	10% (34)	21% (71)	11% (36)	38% (130)	344
PID: Rep (no lean)	14% (46)	16% (51)	12% (40)	23% (75)	7% (24)	27% (87)	323
PID/Gender: Dem Men	28% (77)	21% (58)	13% (35)	12% (31)	9% (24)	17% (46)	271
PID/Gender: Dem Women	9% (24)	12% (31)	16% (40)	20% (51)	4% (11)	39% (98)	254
PID/Gender: Ind Men	10% (14)	14% (20)	12% (18)	25% (36)	13% (19)	26% (37)	143
PID/Gender: Ind Women	9% (19)	9% (17)	9% (17)	18% (35)	9% (17)	47% (92)	190
PID/Gender: Rep Men	22% (35)	18% (28)	15% (24)	17% (28)	5% (8)	23% (36)	159
PID/Gender: Rep Women	7% (12)	13% (22)	10% (16)	29% (48)	10% (16)	31% (50)	165
Ideo: Liberal (1-3)	17% (64)	16% (60)	16% (61)	19% (73)	4% (17)	28% (106)	382
Ideo: Moderate (4)	14% (51)	16% (58)	7% (28)	18% (67)	13% (49)	32% (119)	371
Ideo: Conservative (5-7)	15% (55)	15% (53)	14% (49)	20% (72)	6% (23)	30% (106)	358
Educ: < College	15% (114)	14% (105)	13% (99)	20% (158)	9% (71)	29% (229)	776
Educ: Bachelors degree	12% (32)	17% (43)	13% (33)	20% (53)	6% (15)	33% (85)	260
Educ: Post-grad	22% (34)	18% (28)	12% (18)	12% (18)	6% (10)	30% (47)	154
Income: Under 50k	12% (82)	12% (79)	13% (86)	21% (140)	10% (63)	31% (205)	656
Income: 50k-100k	16% (58)	16% (57)	11% (41)	18% (65)	7% (24)	32% (113)	358
Income: 100k+	22% (39)	23% (40)	13% (23)	13% (24)	5% (8)	24% (42)	177
Ethnicity: White	14% (134)	14% (133)	12% (112)	21% (199)	8% (73)	30% (283)	933

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Table MCEN6_24: How interested are you in seeing the following upcoming films in theaters?

Meg 2: The Trench

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	15% (179)	15% (177)	13% (150)	19% (229)	8% (95)	30% (360)	1190
Ethnicity: Hispanic	22% (44)	18% (35)	12% (23)	16% (31)	10% (20)	22% (44)	197
Ethnicity: Black	20% (27)	14% (20)	13% (18)	13% (17)	11% (15)	28% (38)	135
Ethnicity: Other	14% (18)	20% (24)	17% (20)	11% (13)	7% (8)	32% (39)	122
All Christian	12% (68)	16% (86)	14% (78)	20% (111)	9% (52)	29% (158)	553
All Non-Christian	33% (44)	23% (30)	11% (15)	11% (15)	2% (3)	20% (27)	134
Atheist	17% (10)	7% (4)	11% (6)	31% (18)	5% (3)	28% (16)	57
Agnostic/Nothing in particular	10% (28)	14% (38)	11% (28)	21% (54)	8% (22)	36% (94)	264
Something Else	17% (30)	10% (18)	12% (22)	17% (31)	8% (15)	36% (65)	182
Religious Non-Protestant/Catholic	30% (44)	23% (34)	12% (18)	11% (16)	3% (4)	20% (29)	145
Evangelical	18% (55)	14% (40)	12% (34)	19% (55)	8% (24)	30% (88)	296
Non-Evangelical	10% (42)	14% (60)	15% (62)	20% (84)	10% (41)	31% (128)	418
Community: Urban	23% (90)	16% (62)	10% (38)	18% (69)	10% (37)	23% (88)	385
Community: Suburban	12% (65)	15% (77)	13% (69)	20% (107)	6% (33)	34% (180)	532
Community: Rural	9% (24)	14% (37)	15% (42)	19% (53)	9% (25)	34% (92)	274
Employ: Private Sector	20% (80)	19% (77)	14% (57)	16% (63)	7% (30)	24% (96)	403
Employ: Government	32% (29)	22% (20)	9% (8)	12% (11)	6% (6)	18% (16)	91
Employ: Self-Employed	13% (12)	17% (16)	8% (8)	13% (12)	14% (13)	34% (31)	92
Employ: Homemaker	10% (8)	16% (13)	7% (5)	21% (17)	13% (10)	34% (27)	80
Employ: Retired	4% (10)	11% (30)	15% (42)	26% (72)	4% (12)	41% (116)	283
Employ: Unemployed	14% (18)	9% (11)	13% (16)	24% (31)	12% (15)	29% (37)	128
Employ: Other	8% (6)	7% (5)	11% (8)	29% (21)	12% (8)	33% (24)	71
Military HH: Yes	18% (24)	9% (12)	14% (18)	23% (30)	7% (9)	29% (37)	130
Military HH: No	15% (155)	16% (165)	12% (132)	19% (199)	8% (86)	30% (323)	1061
2022 House Vote: Democrat	17% (89)	17% (84)	16% (80)	17% (86)	9% (45)	24% (124)	509
2022 House Vote: Republican	11% (35)	16% (49)	12% (37)	25% (75)	7% (22)	28% (85)	302
2022 House Vote: Didn't Vote	14% (49)	12% (41)	8% (28)	18% (61)	8% (29)	40% (138)	345
2020 Vote: Joe Biden	16% (84)	17% (85)	14% (73)	17% (89)	8% (42)	27% (139)	512
2020 Vote: Donald Trump	12% (42)	15% (55)	12% (43)	22% (78)	7% (27)	32% (113)	358
2020 Vote: Didn't Vote	16% (45)	12% (34)	11% (32)	18% (51)	7% (20)	34% (95)	278

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Table MCEN6_24: How interested are you in seeing the following upcoming films in theaters?
 Meg 2: The Trench

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	15% (179)	15% (177)	13% (150)	19% (229)	8% (95)	30% (360)	1190
2018 House Vote: Democrat	16% (68)	17% (70)	15% (64)	20% (84)	9% (37)	23% (99)	422
2018 House Vote: Republican	11% (30)	14% (40)	12% (34)	26% (73)	8% (21)	29% (82)	281
2018 House Vote: Didnt Vote	16% (76)	14% (63)	11% (50)	15% (68)	8% (38)	36% (168)	463
4-Region: Northeast	17% (39)	15% (34)	12% (28)	18% (42)	10% (22)	27% (61)	226
4-Region: Midwest	16% (35)	10% (21)	8% (17)	23% (51)	7% (15)	36% (79)	217
4-Region: South	13% (55)	14% (60)	14% (63)	21% (90)	7% (31)	32% (140)	438
4-Region: West	16% (51)	20% (62)	14% (42)	15% (47)	9% (27)	26% (81)	309
Film Fan	17% (176)	16% (164)	14% (144)	18% (190)	8% (80)	28% (295)	1049
Avid Film Fan	25% (107)	17% (72)	12% (49)	16% (68)	7% (31)	23% (96)	424
Went to Theaters 1+ Times in Past Month	26% (129)	22% (112)	11% (57)	12% (61)	8% (41)	20% (101)	501
Went to Theaters 3+ Times in Past Month	35% (64)	26% (48)	10% (18)	5% (10)	9% (17)	15% (28)	185
Went to Theaters Once/Month or more in Past Year	31% (74)	29% (69)	11% (25)	8% (20)	8% (20)	14% (33)	240
Went to Theaters Once Every 2 Months or less in Past Year	11% (100)	12% (105)	13% (118)	22% (200)	8% (73)	34% (302)	899

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

Table MCEN6_25: How interested are you in seeing the following upcoming films in theaters?
The Equalizer 3

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	20% (224)	19% (213)	12% (141)	19% (223)	8% (95)	22% (249)	1144
Gender: Male	30% (167)	22% (122)	13% (70)	14% (76)	5% (30)	16% (90)	556
Gender: Female	10% (57)	15% (91)	12% (71)	25% (146)	11% (65)	27% (158)	588
Age: 18-34	25% (80)	18% (57)	10% (32)	15% (49)	7% (24)	25% (80)	320
Age: 35-44	31% (65)	17% (35)	15% (31)	12% (24)	6% (13)	20% (42)	211
Age: 45-64	18% (63)	21% (73)	12% (41)	20% (71)	9% (33)	20% (70)	352
Age: 65+	6% (15)	18% (48)	14% (37)	30% (78)	10% (25)	22% (56)	261
GenZers: 1997-2012	20% (26)	14% (19)	14% (19)	17% (22)	6% (8)	30% (40)	134
Millennials: 1981-1996	31% (113)	18% (66)	11% (38)	13% (46)	8% (27)	20% (70)	360
GenXers: 1965-1980	19% (55)	22% (63)	12% (33)	18% (52)	10% (29)	19% (55)	287
Baby Boomers: 1946-1964	8% (28)	18% (62)	13% (45)	28% (95)	9% (31)	22% (75)	336
PID: Dem (no lean)	24% (119)	21% (104)	12% (58)	18% (90)	8% (39)	17% (85)	493
PID: Ind (no lean)	16% (52)	17% (53)	12% (40)	19% (62)	8% (26)	27% (88)	320
PID: Rep (no lean)	16% (53)	17% (56)	13% (44)	21% (70)	9% (29)	23% (76)	328
PID/Gender: Dem Men	38% (96)	24% (61)	11% (29)	11% (27)	4% (11)	11% (29)	253
PID/Gender: Dem Women	9% (23)	18% (43)	12% (29)	26% (62)	12% (28)	23% (56)	241
PID/Gender: Ind Men	20% (27)	21% (29)	14% (19)	18% (25)	4% (6)	23% (32)	138
PID/Gender: Ind Women	13% (25)	13% (24)	11% (21)	20% (37)	11% (21)	31% (56)	183
PID/Gender: Rep Men	27% (44)	19% (31)	14% (23)	14% (24)	8% (13)	18% (30)	165
PID/Gender: Rep Women	6% (10)	15% (24)	13% (21)	28% (46)	10% (16)	28% (46)	164
Ideo: Liberal (1-3)	22% (77)	17% (62)	10% (34)	21% (75)	9% (31)	22% (77)	356
Ideo: Moderate (4)	20% (69)	21% (70)	13% (45)	20% (67)	6% (19)	21% (72)	343
Ideo: Conservative (5-7)	17% (57)	20% (70)	14% (48)	19% (66)	11% (36)	19% (66)	344
Educ: < College	20% (143)	18% (130)	12% (84)	19% (138)	9% (63)	23% (170)	729
Educ: Bachelors degree	15% (39)	20% (53)	14% (37)	24% (65)	9% (24)	19% (51)	269
Educ: Post-grad	28% (41)	20% (30)	13% (20)	13% (19)	6% (8)	19% (28)	147
Income: Under 50k	19% (121)	17% (110)	12% (74)	19% (120)	10% (60)	23% (145)	631
Income: 50k-100k	16% (55)	22% (74)	12% (42)	21% (70)	8% (26)	21% (72)	340
Income: 100k+	28% (48)	16% (28)	14% (25)	19% (33)	5% (8)	18% (31)	173
Ethnicity: White	16% (136)	18% (157)	13% (113)	22% (193)	9% (77)	22% (196)	872

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Table MCEN6_25: How interested are you in seeing the following upcoming films in theaters?
The Equalizer 3

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	20% (224)	19% (213)	12% (141)	19% (223)	8% (95)	22% (249)	1144
Ethnicity: Hispanic	24% (40)	18% (29)	11% (18)	12% (19)	10% (16)	25% (41)	163
Ethnicity: Black	39% (60)	21% (33)	8% (13)	12% (19)	6% (9)	13% (21)	155
Ethnicity: Other	24% (28)	19% (23)	13% (16)	9% (10)	8% (9)	27% (32)	118
All Christian	18% (89)	17% (89)	16% (80)	20% (101)	9% (48)	20% (101)	510
All Non-Christian	43% (46)	19% (20)	10% (11)	8% (8)	5% (6)	15% (16)	109
Atheist	11% (6)	17% (8)	11% (6)	16% (8)	1% (0)	44% (22)	50
Agnostic/Nothing in particular	14% (37)	20% (56)	9% (26)	24% (66)	8% (22)	25% (68)	275
Something Else	22% (45)	19% (39)	9% (18)	19% (39)	10% (19)	20% (41)	201
Religious Non-Protestant/Catholic	41% (47)	20% (23)	11% (13)	8% (9)	5% (6)	15% (17)	116
Evangelical	20% (56)	15% (42)	13% (35)	21% (60)	9% (25)	22% (61)	279
Non-Evangelical	18% (75)	19% (81)	15% (61)	19% (78)	9% (39)	19% (81)	414
Community: Urban	31% (115)	19% (71)	11% (42)	16% (61)	7% (24)	15% (57)	370
Community: Suburban	13% (65)	19% (98)	14% (70)	21% (106)	8% (41)	25% (129)	508
Community: Rural	16% (44)	17% (44)	11% (30)	21% (56)	11% (30)	24% (63)	267
Employ: Private Sector	27% (102)	23% (86)	13% (49)	14% (54)	6% (24)	17% (64)	379
Employ: Government	31% (28)	15% (14)	15% (13)	17% (15)	6% (5)	16% (14)	90
Employ: Self-Employed	26% (22)	18% (15)	14% (12)	11% (9)	11% (10)	20% (17)	85
Employ: Homemaker	13% (9)	9% (6)	11% (8)	21% (15)	15% (11)	31% (23)	72
Employ: Retired	6% (17)	17% (48)	15% (41)	32% (88)	9% (25)	20% (56)	274
Employ: Unemployed	22% (28)	16% (21)	9% (12)	15% (19)	9% (11)	29% (38)	130
Employ: Other	16% (12)	23% (18)	3% (2)	21% (16)	6% (5)	30% (23)	76
Military HH: Yes	22% (26)	13% (16)	15% (17)	24% (28)	10% (12)	16% (18)	117
Military HH: No	19% (198)	19% (197)	12% (124)	19% (194)	8% (83)	22% (230)	1027
2022 House Vote: Democrat	22% (109)	23% (117)	12% (60)	19% (95)	7% (36)	17% (84)	501
2022 House Vote: Republican	16% (50)	15% (47)	16% (50)	21% (64)	9% (28)	22% (69)	308
2022 House Vote: Didn't Vote	20% (63)	13% (39)	10% (29)	18% (57)	10% (30)	29% (89)	307
2020 Vote: Joe Biden	21% (107)	22% (112)	13% (64)	18% (92)	7% (37)	18% (91)	504
2020 Vote: Donald Trump	17% (60)	17% (59)	14% (49)	20% (69)	9% (34)	23% (82)	354
2020 Vote: Didn't Vote	21% (54)	14% (35)	10% (25)	20% (51)	9% (22)	26% (65)	251

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Table MCEN6_25: How interested are you in seeing the following upcoming films in theaters?
The Equalizer 3

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	20% (224)	19% (213)	12% (141)	19% (223)	8% (95)	22% (249)	1144
2018 House Vote: Democrat	22% (92)	21% (90)	14% (59)	19% (82)	8% (33)	17% (72)	427
2018 House Vote: Republican	15% (43)	17% (48)	15% (43)	21% (60)	9% (26)	22% (62)	282
2018 House Vote: Didnt Vote	21% (83)	16% (66)	10% (39)	19% (75)	9% (35)	26% (106)	404
4-Region: Northeast	21% (47)	20% (44)	13% (29)	20% (44)	6% (13)	20% (44)	222
4-Region: Midwest	17% (39)	18% (43)	9% (21)	24% (55)	8% (17)	25% (57)	232
4-Region: South	19% (87)	17% (78)	11% (50)	22% (99)	9% (42)	21% (97)	453
4-Region: West	21% (51)	20% (48)	18% (42)	10% (25)	9% (23)	21% (50)	238
Film Fan	21% (209)	20% (202)	14% (134)	16% (161)	8% (81)	20% (199)	986
Avid Film Fan	34% (136)	22% (86)	11% (42)	12% (47)	7% (30)	14% (56)	397
Went to Theaters 1+ Times in Past Month	33% (144)	23% (103)	13% (59)	10% (44)	7% (33)	13% (59)	442
Went to Theaters 3+ Times in Past Month	47% (77)	23% (38)	11% (19)	7% (11)	6% (10)	5% (9)	164
Went to Theaters Once/Month or more in Past Year	42% (94)	23% (52)	12% (26)	6% (14)	6% (14)	10% (22)	222
Went to Theaters Once Every 2 Months or less in Past Year	14% (120)	18% (159)	13% (110)	23% (198)	9% (76)	24% (213)	877

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

Table MCEN6_26: How interested are you in seeing the following upcoming films in theaters?
The Nun 2

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	18% (216)	15% (183)	11% (132)	20% (242)	6% (74)	29% (339)	1187
Gender: Male	21% (123)	19% (112)	14% (79)	19% (110)	7% (42)	21% (121)	587
Gender: Female	15% (92)	12% (72)	9% (51)	22% (131)	5% (33)	36% (218)	596
Age: 18-34	32% (117)	21% (76)	8% (31)	14% (52)	8% (29)	17% (61)	365
Age: 35-44	21% (37)	19% (34)	11% (20)	17% (31)	7% (12)	25% (45)	179
Age: 45-64	14% (54)	15% (57)	11% (44)	21% (83)	5% (20)	34% (133)	391
Age: 65+	3% (8)	7% (17)	15% (37)	30% (76)	5% (13)	40% (100)	252
GenZers: 1997-2012	26% (39)	22% (33)	14% (21)	18% (26)	10% (15)	10% (14)	149
Millennials: 1981-1996	30% (108)	19% (68)	7% (27)	14% (50)	7% (26)	24% (86)	365
GenXers: 1965-1980	18% (54)	18% (55)	10% (31)	21% (64)	6% (17)	28% (84)	303
Baby Boomers: 1946-1964	3% (10)	8% (26)	15% (50)	29% (96)	4% (14)	41% (137)	334
PID: Dem (no lean)	23% (124)	20% (104)	8% (45)	17% (91)	5% (25)	27% (141)	528
PID: Ind (no lean)	13% (45)	12% (40)	13% (44)	20% (69)	9% (32)	33% (115)	345
PID: Rep (no lean)	15% (47)	13% (39)	14% (43)	26% (82)	6% (18)	27% (84)	313
PID/Gender: Dem Men	28% (81)	24% (70)	10% (29)	15% (45)	4% (12)	19% (55)	292
PID/Gender: Dem Women	18% (43)	14% (33)	7% (16)	19% (45)	5% (13)	36% (86)	236
PID/Gender: Ind Men	14% (19)	11% (15)	18% (25)	20% (28)	11% (16)	27% (37)	139
PID/Gender: Ind Women	12% (25)	13% (25)	9% (18)	20% (41)	8% (16)	38% (77)	203
PID/Gender: Rep Men	15% (23)	17% (27)	16% (26)	24% (38)	9% (14)	19% (29)	156
PID/Gender: Rep Women	15% (24)	8% (13)	11% (18)	28% (45)	2% (4)	35% (55)	158
Ideo: Liberal (1-3)	19% (76)	18% (71)	8% (31)	20% (78)	6% (23)	30% (118)	395
Ideo: Moderate (4)	17% (58)	17% (56)	13% (44)	18% (61)	7% (25)	28% (96)	335
Ideo: Conservative (5-7)	17% (59)	13% (44)	12% (42)	25% (88)	6% (22)	27% (95)	345
Educ: < College	18% (137)	15% (115)	11% (85)	21% (161)	8% (59)	28% (213)	768
Educ: Bachelors degree	14% (38)	17% (47)	12% (34)	22% (60)	4% (10)	31% (86)	274
Educ: Post-grad	28% (41)	15% (21)	9% (13)	15% (22)	4% (6)	28% (41)	144
Income: Under 50k	14% (86)	16% (96)	12% (72)	21% (130)	7% (44)	31% (191)	619
Income: 50k-100k	21% (76)	15% (54)	11% (39)	19% (69)	6% (20)	28% (100)	359
Income: 100k+	26% (53)	16% (33)	10% (22)	20% (42)	5% (10)	23% (49)	209
Ethnicity: White	18% (161)	14% (125)	11% (100)	22% (200)	6% (52)	30% (267)	904

Continued on next page

Table MCEN6_26: How interested are you in seeing the following upcoming films in theaters?

The Nun 2

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	18% (216)	15% (183)	11% (132)	20% (242)	6% (74)	29% (339)	1187
Ethnicity: Hispanic	30% (60)	22% (44)	11% (22)	13% (26)	8% (16)	16% (33)	201
Ethnicity: Black	25% (37)	22% (34)	10% (15)	13% (20)	11% (16)	19% (29)	152
Ethnicity: Other	13% (18)	19% (25)	13% (17)	17% (22)	5% (7)	33% (43)	131
All Christian	15% (75)	12% (62)	14% (72)	23% (115)	5% (25)	30% (152)	503
All Non-Christian	43% (59)	19% (26)	5% (6)	6% (7)	11% (15)	16% (22)	136
Atheist	8% (4)	34% (17)	11% (6)	21% (11)	3% (1)	22% (11)	50
Agnostic/Nothing in particular	16% (48)	14% (43)	9% (27)	23% (70)	7% (22)	32% (97)	307
Something Else	16% (30)	18% (34)	11% (21)	20% (39)	6% (11)	30% (57)	191
Religious Non-Protestant/Catholic	41% (59)	19% (27)	5% (7)	6% (9)	11% (16)	18% (26)	144
Evangelical	19% (55)	14% (39)	14% (39)	21% (58)	5% (15)	27% (75)	281
Non-Evangelical	12% (49)	14% (56)	13% (51)	24% (94)	5% (19)	32% (129)	398
Community: Urban	33% (118)	18% (66)	8% (30)	17% (61)	7% (25)	17% (63)	362
Community: Suburban	12% (64)	14% (74)	13% (69)	24% (124)	5% (27)	32% (169)	527
Community: Rural	11% (34)	15% (44)	11% (33)	19% (57)	7% (22)	36% (107)	297
Employ: Private Sector	24% (106)	18% (78)	11% (49)	18% (81)	6% (25)	24% (104)	443
Employ: Government	37% (29)	13% (10)	6% (5)	16% (12)	9% (7)	19% (15)	79
Employ: Self-Employed	19% (17)	20% (18)	8% (7)	16% (14)	14% (13)	22% (20)	90
Employ: Homemaker	12% (8)	18% (13)	12% (8)	15% (11)	5% (4)	38% (27)	71
Employ: Retired	4% (12)	9% (26)	15% (43)	28% (78)	4% (11)	40% (111)	282
Employ: Unemployed	16% (18)	17% (20)	9% (11)	20% (23)	8% (9)	29% (33)	114
Employ: Other	19% (14)	12% (9)	8% (6)	22% (16)	5% (3)	33% (24)	73
Military HH: Yes	14% (20)	15% (22)	13% (19)	22% (32)	11% (15)	24% (35)	144
Military HH: No	19% (195)	15% (161)	11% (113)	20% (210)	6% (59)	29% (304)	1042
2022 House Vote: Democrat	22% (109)	19% (94)	9% (47)	18% (91)	6% (29)	27% (135)	504
2022 House Vote: Republican	12% (38)	10% (33)	15% (47)	29% (89)	4% (14)	29% (91)	312
2022 House Vote: Didn't Vote	20% (66)	15% (50)	11% (36)	18% (59)	7% (22)	30% (100)	333
2020 Vote: Joe Biden	22% (114)	19% (99)	10% (54)	18% (94)	5% (26)	26% (134)	520
2020 Vote: Donald Trump	12% (43)	11% (40)	14% (48)	26% (90)	6% (21)	30% (106)	348
2020 Vote: Didn't Vote	20% (56)	13% (37)	9% (26)	18% (53)	8% (24)	31% (90)	287

Continued on next page

Table MCEN6_26: How interested are you in seeing the following upcoming films in theaters?
The Nun 2

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	18% (216)	15% (183)	11% (132)	20% (242)	6% (74)	29% (339)	1187
2018 House Vote: Democrat	21% (92)	18% (78)	9% (40)	18% (77)	4% (18)	29% (127)	432
2018 House Vote: Republican	12% (34)	11% (30)	12% (32)	28% (77)	6% (17)	30% (81)	271
2018 House Vote: Didnt Vote	19% (87)	15% (67)	13% (57)	19% (83)	7% (32)	27% (121)	446
4-Region: Northeast	22% (44)	15% (31)	10% (20)	21% (43)	8% (16)	23% (47)	202
4-Region: Midwest	16% (35)	13% (30)	8% (18)	21% (47)	9% (20)	34% (77)	227
4-Region: South	17% (78)	16% (76)	11% (49)	23% (107)	7% (31)	26% (119)	460
4-Region: West	20% (58)	16% (47)	15% (44)	15% (45)	2% (7)	32% (96)	297
Film Fan	19% (197)	17% (173)	12% (122)	19% (201)	6% (63)	27% (275)	1032
Avid Film Fan	30% (129)	17% (74)	9% (40)	16% (68)	6% (25)	22% (96)	432
Went to Theaters 1+ Times in Past Month	30% (148)	22% (107)	10% (51)	12% (62)	7% (35)	18% (91)	495
Went to Theaters 3+ Times in Past Month	45% (92)	24% (49)	6% (12)	8% (16)	10% (20)	9% (18)	207
Went to Theaters Once/Month or more in Past Year	42% (105)	22% (53)	11% (27)	10% (24)	5% (14)	10% (25)	248
Went to Theaters Once Every 2 Months or less in Past Year	12% (101)	14% (125)	12% (102)	24% (209)	7% (58)	32% (283)	877

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

Table MCEN6_27: How interested are you in seeing the following upcoming films in theaters?

Talk to Me

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	10% (122)	11% (138)	11% (128)	18% (214)	6% (76)	44% (523)	1200
Gender: Male	15% (86)	12% (71)	13% (77)	18% (104)	7% (41)	36% (213)	597
Gender: Female	6% (36)	11% (67)	8% (49)	18% (110)	6% (36)	51% (309)	607
Age: 18-34	17% (59)	10% (35)	10% (36)	10% (34)	10% (35)	42% (144)	344
Age: 35-44	15% (34)	16% (34)	7% (16)	20% (45)	4% (9)	38% (83)	220
Age: 45-64	6% (21)	13% (48)	13% (50)	18% (68)	5% (18)	45% (167)	372
Age: 65+	3% (8)	8% (20)	10% (26)	25% (68)	5% (14)	48% (128)	265
GenZers: 1997-2012	10% (14)	12% (16)	14% (19)	9% (13)	8% (12)	47% (66)	140
Millennials: 1981-1996	19% (76)	13% (49)	7% (29)	15% (61)	8% (31)	37% (147)	393
GenXers: 1965-1980	7% (20)	12% (36)	13% (40)	19% (56)	5% (16)	44% (132)	300
Baby Boomers: 1946-1964	3% (12)	10% (34)	10% (34)	23% (76)	4% (12)	50% (165)	333
PID: Dem (no lean)	16% (84)	13% (68)	9% (49)	14% (77)	7% (38)	42% (225)	544
PID: Ind (no lean)	4% (14)	10% (33)	11% (38)	17% (57)	9% (30)	48% (160)	330
PID: Rep (no lean)	7% (24)	11% (37)	13% (41)	24% (80)	3% (9)	42% (138)	330
PID/Gender: Dem Men	21% (62)	13% (38)	11% (32)	15% (44)	8% (24)	33% (100)	300
PID/Gender: Dem Women	9% (22)	12% (30)	7% (17)	14% (33)	6% (14)	52% (125)	240
PID/Gender: Ind Men	6% (8)	5% (7)	13% (18)	22% (29)	9% (12)	45% (60)	134
PID/Gender: Ind Women	3% (6)	13% (25)	9% (18)	14% (28)	9% (18)	51% (99)	193
PID/Gender: Rep Men	10% (16)	16% (25)	18% (28)	19% (30)	3% (5)	34% (53)	157
PID/Gender: Rep Women	5% (8)	7% (12)	8% (14)	29% (50)	2% (4)	49% (85)	173
Ideo: Liberal (1-3)	13% (56)	11% (44)	10% (40)	14% (57)	9% (38)	44% (184)	420
Ideo: Moderate (4)	7% (23)	10% (34)	13% (42)	20% (66)	6% (19)	45% (151)	335
Ideo: Conservative (5-7)	11% (38)	13% (46)	10% (34)	23% (81)	4% (15)	40% (140)	355
Educ: < College	8% (65)	10% (82)	13% (102)	19% (156)	6% (48)	44% (358)	811
Educ: Bachelors degree	7% (17)	13% (31)	5% (11)	17% (41)	8% (19)	49% (116)	234
Educ: Post-grad	26% (40)	16% (25)	10% (15)	11% (18)	6% (9)	31% (49)	156
Income: Under 50k	4% (29)	11% (73)	11% (76)	20% (134)	6% (43)	47% (318)	674
Income: 50k-100k	13% (45)	10% (33)	11% (38)	15% (53)	6% (20)	44% (152)	344
Income: 100k+	26% (48)	17% (32)	7% (14)	15% (28)	7% (13)	28% (53)	186
Ethnicity: White	11% (99)	12% (107)	11% (105)	18% (167)	6% (55)	42% (388)	922

Continued on next page

Table MCEN6_27: How interested are you in seeing the following upcoming films in theaters?
Talk to Me

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	10% (122)	11% (138)	11% (128)	18% (214)	6% (76)	44% (523)	1201
Ethnicity: Hispanic	9% (21)	9% (20)	12% (27)	15% (34)	6% (14)	48% (104)	218
Ethnicity: Black	12% (20)	11% (17)	10% (15)	19% (30)	8% (13)	40% (63)	159
Ethnicity: Other	3% (3)	11% (14)	6% (8)	14% (17)	7% (8)	59% (71)	121
All Christian	8% (42)	12% (59)	12% (63)	20% (100)	5% (23)	44% (225)	513
All Non-Christian	40% (52)	17% (22)	8% (11)	7% (9)	4% (6)	24% (31)	132
Atheist	8% (4)	6% (3)	3% (2)	18% (10)	9% (5)	57% (31)	54
Agnostic/Nothing in particular	4% (14)	7% (21)	10% (32)	19% (60)	10% (30)	49% (151)	308
Something Else	5% (9)	16% (32)	11% (20)	18% (35)	6% (12)	44% (85)	194
Religious Non-Protestant/Catholic	38% (53)	17% (24)	10% (14)	8% (11)	4% (6)	24% (33)	141
Evangelical	10% (29)	16% (48)	11% (32)	22% (66)	2% (6)	39% (117)	298
Non-Evangelical	5% (20)	10% (41)	12% (49)	17% (66)	7% (28)	48% (189)	393
Community: Urban	21% (81)	14% (55)	10% (39)	17% (64)	5% (21)	33% (127)	387
Community: Suburban	6% (29)	8% (43)	10% (49)	18% (90)	7% (38)	51% (259)	507
Community: Rural	4% (11)	13% (41)	13% (41)	20% (60)	6% (18)	44% (136)	307
Employ: Private Sector	12% (46)	15% (58)	9% (37)	14% (57)	6% (23)	44% (172)	393
Employ: Government	27% (24)	13% (12)	9% (8)	20% (18)	15% (13)	17% (15)	90
Employ: Self-Employed	17% (15)	11% (10)	7% (7)	22% (19)	10% (9)	34% (30)	89
Employ: Homemaker	7% (6)	11% (10)	14% (13)	19% (18)	5% (5)	44% (41)	94
Employ: Student	13% (7)	12% (7)	— (0)	9% (5)	9% (5)	57% (31)	55
Employ: Retired	3% (9)	9% (24)	15% (41)	22% (63)	5% (14)	47% (132)	283
Employ: Unemployed	7% (8)	9% (10)	12% (15)	19% (23)	4% (5)	49% (59)	121
Employ: Other	7% (5)	10% (7)	9% (7)	16% (12)	4% (3)	55% (42)	76
Military HH: Yes	11% (15)	7% (9)	16% (21)	22% (30)	8% (11)	37% (51)	136
Military HH: No	10% (107)	12% (129)	10% (107)	17% (185)	6% (66)	44% (472)	1065
2022 House Vote: Democrat	14% (78)	13% (68)	10% (53)	15% (79)	8% (42)	41% (219)	539
2022 House Vote: Republican	6% (18)	12% (36)	12% (35)	25% (74)	4% (13)	40% (119)	294
2022 House Vote: Didnt Vote	7% (23)	9% (30)	11% (36)	17% (56)	5% (17)	51% (168)	330

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Table MCEN6_27: How interested are you in seeing the following upcoming films in theaters?

Talk to Me

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	10% (122)	11% (138)	11% (128)	18% (214)	6% (76)	44% (523)	1201
2020 Vote: Joe Biden	14% (80)	12% (66)	9% (52)	16% (88)	6% (36)	42% (233)	554
2020 Vote: Donald Trump	7% (22)	12% (40)	12% (42)	24% (81)	4% (12)	42% (141)	338
2020 Vote: Didn't Vote	7% (19)	10% (28)	11% (31)	15% (41)	10% (27)	46% (127)	272
2018 House Vote: Democrat	15% (69)	14% (63)	10% (45)	15% (66)	6% (28)	40% (179)	449
2018 House Vote: Republican	6% (17)	11% (31)	10% (27)	26% (72)	4% (11)	43% (117)	275
2018 House Vote: Didnt Vote	8% (34)	9% (40)	12% (53)	16% (71)	7% (30)	48% (210)	439
4-Region: Northeast	16% (33)	10% (21)	12% (24)	26% (54)	3% (6)	32% (67)	206
4-Region: Midwest	11% (26)	11% (27)	9% (22)	18% (43)	7% (18)	43% (104)	240
4-Region: South	6% (27)	12% (52)	11% (50)	18% (82)	8% (35)	45% (199)	446
4-Region: West	11% (35)	12% (38)	10% (32)	11% (35)	5% (17)	49% (152)	309
Film Fan	11% (118)	13% (134)	11% (119)	15% (161)	6% (66)	44% (462)	1061
Avid Film Fan	19% (79)	17% (70)	8% (34)	11% (44)	6% (23)	39% (160)	410
Went to Theaters 1+ Times in Past Month	21% (101)	18% (85)	9% (42)	11% (52)	7% (33)	35% (170)	484
Went to Theaters 3+ Times in Past Month	35% (71)	23% (46)	7% (14)	8% (16)	8% (16)	19% (37)	200
Went to Theaters Once/Month or more in Past Year	31% (74)	23% (54)	8% (19)	7% (16)	7% (16)	24% (57)	236
Went to Theaters Once Every 2 Months or less in Past Year	5% (46)	9% (82)	11% (102)	21% (193)	6% (58)	48% (436)	915

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

Table MCEN6_28: How interested are you in seeing the following upcoming films in theaters?
 Cobweb

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	9% (103)	9% (106)	9% (107)	17% (205)	5% (57)	51% (596)	1174
Gender: Male	14% (84)	11% (68)	11% (66)	15% (90)	5% (31)	43% (251)	590
Gender: Female	3% (19)	7% (38)	7% (39)	20% (115)	5% (26)	59% (343)	582
Age: 18-34	14% (49)	13% (45)	7% (26)	9% (32)	5% (19)	50% (174)	344
Age: 35-44	11% (22)	9% (17)	14% (28)	17% (35)	7% (14)	42% (86)	202
Age: 45-64	8% (29)	10% (35)	9% (34)	17% (62)	4% (16)	52% (192)	367
Age: 65+	1% (3)	3% (9)	7% (19)	29% (76)	3% (9)	55% (144)	260
GenZers: 1997-2012	7% (10)	14% (20)	7% (10)	11% (16)	3% (4)	59% (84)	144
Millennials: 1981-1996	16% (61)	10% (38)	11% (42)	13% (47)	8% (29)	42% (157)	374
GenXers: 1965-1980	8% (23)	10% (29)	10% (29)	13% (37)	4% (13)	55% (159)	290
Baby Boomers: 1946-1964	3% (9)	5% (17)	8% (25)	29% (95)	3% (11)	53% (175)	332
PID: Dem (no lean)	16% (77)	10% (51)	11% (55)	12% (60)	5% (24)	46% (227)	493
PID: Ind (no lean)	2% (8)	9% (31)	6% (22)	17% (58)	4% (15)	61% (211)	344
PID: Rep (no lean)	5% (18)	7% (23)	9% (30)	26% (87)	5% (18)	47% (158)	334
PID/Gender: Dem Men	22% (62)	12% (33)	14% (38)	11% (31)	6% (16)	35% (97)	277
PID/Gender: Dem Women	7% (15)	9% (19)	8% (17)	13% (29)	4% (8)	60% (130)	217
PID/Gender: Ind Men	5% (7)	12% (18)	8% (11)	14% (20)	5% (7)	57% (84)	147
PID/Gender: Ind Women	— (0)	7% (14)	5% (9)	19% (37)	4% (8)	65% (126)	193
PID/Gender: Rep Men	8% (14)	10% (17)	10% (17)	23% (38)	5% (8)	43% (70)	162
PID/Gender: Rep Women	2% (4)	3% (6)	8% (13)	29% (49)	6% (10)	52% (87)	169
Ideo: Liberal (1-3)	14% (51)	10% (37)	10% (37)	14% (52)	3% (12)	49% (182)	372
Ideo: Moderate (4)	6% (21)	9% (33)	10% (35)	17% (62)	6% (22)	52% (186)	358
Ideo: Conservative (5-7)	9% (30)	10% (35)	8% (30)	22% (77)	6% (20)	46% (163)	354
Educ: < College	6% (47)	9% (68)	8% (64)	18% (140)	5% (41)	53% (411)	772
Educ: Bachelors degree	8% (20)	8% (20)	12% (30)	18% (47)	4% (11)	51% (133)	260
Educ: Post-grad	25% (36)	13% (19)	9% (13)	13% (18)	4% (5)	36% (52)	142
Income: Under 50k	4% (25)	7% (46)	9% (60)	20% (126)	5% (32)	55% (348)	630
Income: 50k-100k	10% (36)	12% (42)	9% (34)	16% (60)	6% (23)	46% (169)	364
Income: 100k+	24% (42)	10% (18)	8% (13)	11% (19)	2% (3)	46% (79)	173
Ethnicity: White	9% (81)	9% (81)	8% (70)	18% (167)	4% (40)	51% (465)	904

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Table MCEN6_28: How interested are you in seeing the following upcoming films in theaters?

Cobweb

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	9% (103)	9% (106)	9% (107)	17% (205)	5% (57)	51% (596)	1174
Ethnicity: Hispanic	11% (21)	9% (17)	5% (10)	13% (26)	7% (13)	55% (109)	196
Ethnicity: Black	12% (17)	9% (13)	10% (14)	15% (21)	8% (12)	47% (68)	146
Ethnicity: Other	4% (5)	10% (12)	18% (23)	13% (17)	4% (5)	50% (62)	125
All Christian	6% (30)	9% (47)	9% (47)	20% (109)	5% (26)	52% (285)	544
All Non-Christian	41% (56)	18% (24)	11% (14)	5% (7)	4% (6)	21% (28)	136
Agnostic/Nothing in particular	3% (8)	5% (15)	10% (29)	17% (47)	4% (11)	60% (167)	277
Something Else	5% (9)	11% (19)	8% (14)	19% (34)	8% (14)	50% (90)	180
Religious Non-Protestant/Catholic	39% (56)	18% (27)	11% (15)	7% (10)	4% (6)	21% (31)	145
Evangelical	7% (21)	11% (33)	7% (22)	20% (58)	7% (21)	47% (137)	291
Non-Evangelical	4% (17)	7% (28)	9% (37)	20% (83)	4% (18)	56% (232)	414
Community: Urban	18% (69)	12% (47)	11% (40)	15% (57)	5% (19)	39% (146)	378
Community: Suburban	6% (28)	7% (36)	7% (33)	17% (86)	4% (20)	59% (287)	489
Community: Rural	2% (7)	8% (23)	11% (34)	20% (62)	6% (18)	53% (163)	307
Employ: Private Sector	13% (52)	12% (46)	10% (38)	13% (50)	7% (27)	46% (182)	395
Employ: Government	27% (17)	14% (9)	8% (5)	9% (6)	6% (4)	35% (23)	64
Employ: Self-Employed	14% (13)	12% (12)	6% (6)	14% (13)	5% (5)	49% (47)	96
Employ: Homemaker	5% (4)	10% (8)	7% (5)	15% (12)	9% (7)	55% (43)	79
Employ: Student	9% (5)	19% (10)	3% (1)	4% (2)	4% (2)	61% (32)	53
Employ: Retired	2% (6)	4% (10)	13% (34)	29% (79)	3% (8)	50% (134)	270
Employ: Unemployed	4% (5)	3% (5)	11% (15)	18% (24)	2% (3)	62% (85)	137
Employ: Other	2% (1)	8% (6)	3% (3)	24% (19)	1% (1)	62% (50)	80
Military HH: Yes	11% (15)	11% (15)	7% (10)	17% (24)	7% (10)	48% (69)	143
Military HH: No	9% (88)	9% (90)	9% (97)	18% (181)	5% (47)	51% (527)	1031
2022 House Vote: Democrat	13% (65)	13% (65)	11% (55)	13% (66)	5% (25)	46% (234)	511
2022 House Vote: Republican	5% (15)	6% (20)	7% (24)	26% (84)	5% (15)	51% (163)	321
2022 House Vote: Didn't Vote	7% (23)	6% (19)	9% (28)	16% (48)	4% (11)	59% (182)	312
2020 Vote: Joe Biden	13% (66)	11% (55)	10% (49)	13% (64)	5% (26)	49% (251)	512
2020 Vote: Donald Trump	4% (13)	7% (26)	7% (26)	25% (88)	4% (13)	53% (188)	355
2020 Vote: Didn't Vote	8% (23)	9% (25)	11% (30)	17% (47)	5% (14)	50% (141)	279

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Table MCEN6_28: How interested are you in seeing the following upcoming films in theaters?
 Cobweb

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	9% (103)	9% (106)	9% (107)	17% (205)	5% (57)	51% (596)	1174
2018 House Vote: Democrat	13% (55)	11% (48)	11% (47)	14% (61)	4% (18)	46% (198)	427
2018 House Vote: Republican	5% (15)	6% (18)	6% (18)	29% (88)	4% (13)	49% (149)	301
2018 House Vote: Didnt Vote	8% (32)	9% (37)	10% (42)	13% (54)	5% (21)	56% (235)	421
4-Region: Northeast	13% (25)	8% (15)	6% (12)	17% (35)	7% (14)	49% (99)	200
4-Region: Midwest	6% (14)	7% (18)	10% (23)	24% (59)	4% (9)	50% (121)	245
4-Region: South	7% (33)	9% (42)	8% (38)	17% (75)	5% (22)	53% (240)	450
4-Region: West	11% (31)	11% (31)	12% (34)	13% (36)	4% (12)	49% (135)	279
Film Fan	9% (98)	10% (102)	10% (100)	16% (165)	5% (49)	51% (534)	1048
Avid Film Fan	16% (61)	15% (58)	5% (21)	15% (60)	4% (16)	45% (178)	393
Went to Theaters 1+ Times in Past Month	17% (88)	15% (75)	9% (44)	10% (52)	6% (29)	43% (218)	504
Went to Theaters 3+ Times in Past Month	35% (74)	20% (43)	9% (18)	7% (14)	5% (11)	24% (52)	211
Went to Theaters Once/Month or more in Past Year	30% (68)	20% (45)	11% (25)	8% (18)	6% (13)	26% (60)	228
Went to Theaters Once Every 2 Months or less in Past Year	3% (30)	7% (61)	9% (76)	20% (174)	5% (42)	57% (506)	890

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

Table MCEN7_1: And how interested are you in seeing the following upcoming films when they release on streaming services?
Bird Box Barcelona

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	11% (239)	12% (264)	10% (209)	17% (372)	5% (109)	46% (1007)	2200
Gender: Male	16% (167)	15% (158)	10% (111)	16% (170)	5% (55)	38% (409)	1070
Gender: Female	6% (71)	9% (106)	9% (97)	18% (201)	5% (54)	53% (597)	1127
Age: 18-34	17% (109)	14% (89)	9% (58)	12% (79)	7% (46)	40% (251)	663
Age: 35-44	17% (62)	15% (57)	10% (37)	15% (56)	5% (20)	37% (139)	372
Age: 45-64	8% (57)	11% (80)	10% (71)	18% (125)	3% (25)	50% (353)	711
Age: 65+	2% (10)	8% (38)	9% (44)	23% (112)	4% (19)	54% (264)	487
GenZers: 1997-2012	10% (27)	13% (33)	9% (24)	15% (39)	9% (23)	44% (116)	262
Millennials: 1981-1996	21% (140)	15% (99)	9% (62)	13% (87)	6% (39)	37% (247)	675
GenXers: 1965-1980	8% (48)	13% (75)	10% (56)	16% (91)	3% (18)	49% (273)	561
Baby Boomers: 1946-1964	4% (23)	8% (53)	10% (63)	21% (133)	4% (29)	53% (339)	640
PID: Dem (no lean)	17% (158)	15% (146)	8% (72)	14% (130)	4% (37)	43% (405)	945
PID: Ind (no lean)	5% (33)	9% (58)	10% (66)	17% (109)	7% (44)	51% (328)	638
PID: Rep (no lean)	8% (47)	10% (61)	12% (72)	22% (133)	4% (27)	45% (274)	614
PID/Gender: Dem Men	24% (120)	18% (94)	7% (36)	14% (70)	3% (17)	34% (172)	508
PID/Gender: Dem Women	9% (39)	12% (52)	8% (36)	14% (60)	5% (21)	53% (233)	440
PID/Gender: Ind Men	5% (13)	12% (33)	11% (29)	17% (46)	8% (21)	47% (125)	266
PID/Gender: Ind Women	6% (20)	7% (25)	9% (35)	17% (63)	6% (24)	55% (202)	368
PID/Gender: Rep Men	12% (35)	11% (31)	15% (46)	18% (55)	6% (17)	38% (112)	296
PID/Gender: Rep Women	4% (12)	9% (30)	8% (26)	25% (78)	3% (10)	51% (162)	318
Ideo: Liberal (1-3)	13% (94)	14% (99)	8% (58)	13% (87)	6% (39)	46% (321)	697
Ideo: Moderate (4)	9% (61)	14% (90)	10% (63)	16% (107)	6% (40)	46% (302)	662
Ideo: Conservative (5-7)	10% (69)	10% (66)	9% (63)	22% (146)	4% (24)	45% (296)	663
Educ: < College	10% (139)	10% (137)	10% (137)	18% (258)	6% (83)	48% (684)	1438
Educ: Bachelors degree	8% (39)	15% (73)	11% (53)	17% (84)	3% (14)	46% (222)	484
Educ: Post-grad	22% (61)	20% (55)	7% (19)	11% (31)	4% (12)	36% (101)	278
Income: Under 50k	8% (91)	9% (109)	10% (117)	19% (226)	5% (64)	49% (581)	1189
Income: 50k-100k	11% (74)	15% (96)	9% (58)	16% (107)	5% (34)	43% (284)	654
Income: 100k+	21% (74)	16% (59)	10% (35)	11% (38)	3% (11)	40% (142)	358
Ethnicity: White	11% (183)	12% (198)	9% (157)	18% (308)	5% (83)	45% (769)	1698

Continued on next page

Table MCEN7_1: And how interested are you in seeing the following upcoming films when they release on streaming services?
Bird Box Barcelona

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	11% (239)	12% (264)	10% (209)	17% (372)	5% (109)	46% (1007)	2201
Ethnicity: Hispanic	13% (49)	11% (41)	10% (38)	16% (62)	8% (29)	42% (160)	379
Ethnicity: Black	13% (37)	14% (39)	10% (30)	13% (36)	5% (15)	45% (127)	283
Ethnicity: Other	9% (19)	12% (27)	11% (23)	13% (28)	5% (12)	51% (111)	220
All Christian	8% (82)	12% (114)	10% (101)	19% (182)	4% (40)	47% (458)	977
All Non-Christian	35% (82)	18% (43)	8% (20)	10% (23)	6% (13)	23% (55)	235
Atheist	6% (5)	15% (14)	2% (2)	18% (16)	— (0)	59% (54)	91
Agnostic/Nothing in particular	8% (42)	9% (50)	9% (51)	18% (97)	7% (38)	49% (265)	544
Something Else	8% (28)	12% (44)	10% (36)	15% (55)	5% (17)	50% (175)	354
Religious Non-Protestant/Catholic	32% (82)	18% (47)	8% (21)	10% (26)	6% (15)	25% (63)	254
Evangelical	10% (55)	14% (76)	9% (50)	20% (108)	4% (21)	44% (239)	550
Non-Evangelical	7% (52)	10% (76)	11% (84)	16% (122)	4% (32)	51% (382)	747
Community: Urban	20% (137)	16% (113)	9% (60)	15% (102)	5% (36)	36% (254)	702
Community: Suburban	7% (67)	11% (107)	9% (83)	17% (164)	5% (44)	51% (492)	958
Community: Rural	6% (35)	8% (45)	12% (66)	20% (106)	5% (29)	48% (261)	541
Employ: Private Sector	16% (123)	15% (114)	8% (63)	12% (94)	6% (43)	42% (317)	755
Employ: Government	24% (37)	22% (34)	8% (13)	13% (20)	5% (7)	28% (43)	154
Employ: Self-Employed	11% (19)	14% (23)	6% (11)	12% (21)	10% (16)	46% (77)	167
Employ: Homemaker	6% (8)	13% (19)	10% (14)	17% (25)	5% (7)	50% (74)	146
Employ: Student	15% (12)	5% (4)	6% (5)	12% (9)	7% (5)	55% (42)	77
Employ: Retired	3% (16)	7% (37)	13% (66)	24% (126)	3% (15)	50% (260)	521
Employ: Unemployed	5% (11)	9% (21)	12% (29)	21% (52)	3% (6)	51% (122)	241
Employ: Other	9% (12)	8% (11)	7% (10)	18% (25)	6% (9)	52% (72)	139
Military HH: Yes	10% (25)	9% (22)	9% (24)	22% (56)	4% (11)	47% (121)	259
Military HH: No	11% (214)	12% (242)	10% (185)	16% (316)	5% (98)	46% (887)	1942
2022 House Vote: Democrat	15% (144)	16% (148)	9% (87)	14% (130)	5% (45)	42% (395)	949
2022 House Vote: Republican	6% (36)	9% (56)	10% (60)	24% (142)	4% (24)	47% (277)	596
2022 House Vote: Someone else	13% (8)	8% (5)	6% (3)	21% (13)	9% (6)	42% (25)	60
2022 House Vote: Didnt Vote	8% (50)	9% (56)	10% (59)	15% (88)	6% (35)	52% (310)	597

Continued on next page

Table MCEN7_1: And how interested are you in seeing the following upcoming films when they release on streaming services?
Bird Box Barcelona

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	11% (239)	12% (264)	10% (209)	17% (372)	5% (109)	46% (1007)	2201
2020 Vote: Joe Biden	14% (139)	15% (145)	8% (80)	14% (132)	5% (51)	43% (417)	963
2020 Vote: Donald Trump	7% (44)	11% (74)	11% (71)	22% (147)	3% (21)	46% (306)	663
2020 Vote: Other	9% (6)	3% (2)	9% (6)	18% (12)	2% (2)	57% (37)	64
2020 Vote: Didn't Vote	10% (51)	8% (42)	10% (53)	16% (82)	7% (35)	49% (248)	511
2018 House Vote: Democrat	15% (119)	16% (125)	10% (78)	12% (96)	4% (30)	44% (346)	795
2018 House Vote: Republican	7% (37)	9% (48)	10% (55)	24% (129)	4% (23)	47% (259)	551
2018 House Vote: Someone else	8% (4)	10% (6)	6% (4)	19% (11)	15% (9)	41% (24)	57
2018 House Vote: Didnt Vote	10% (79)	11% (85)	9% (74)	17% (136)	6% (47)	47% (378)	799
4-Region: Northeast	13% (52)	13% (50)	8% (32)	20% (75)	6% (23)	40% (153)	386
4-Region: Midwest	9% (40)	9% (42)	9% (42)	19% (88)	4% (20)	49% (222)	455
4-Region: South	9% (78)	11% (93)	11% (92)	18% (147)	5% (42)	46% (388)	839
4-Region: West	13% (68)	15% (81)	8% (43)	12% (62)	5% (24)	47% (244)	521
Film Fan	12% (228)	13% (248)	10% (188)	16% (302)	5% (100)	45% (862)	1928
Avid Film Fan	20% (154)	16% (121)	10% (77)	13% (96)	4% (32)	37% (283)	763
Went to Theaters 1+ Times in Past Month	19% (176)	18% (162)	10% (87)	12% (113)	5% (50)	35% (314)	901
Went to Theaters 3+ Times in Past Month	36% (128)	23% (82)	7% (26)	5% (18)	7% (26)	21% (76)	356
Went to Theaters Once/Month or more in Past Year	29% (122)	22% (93)	9% (39)	8% (36)	4% (19)	27% (116)	425
Went to Theaters Once Every 2 Months or less in Past Year	7% (111)	10% (167)	9% (157)	19% (312)	5% (77)	50% (838)	1663

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 MCEN7_2: And how interested are you in seeing the following upcoming films when they release on streaming services?
Extraction 2

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	14% (307)	15% (333)	9% (205)	14% (319)	5% (104)	42% (933)	2200
Gender: Male	21% (230)	20% (211)	9% (96)	14% (148)	4% (47)	32% (338)	1072
Gender: Female	7% (77)	11% (122)	10% (107)	15% (170)	5% (57)	53% (593)	1127
Age: 18-34	19% (122)	15% (94)	9% (56)	10% (65)	7% (42)	40% (253)	633
Age: 35-44	21% (77)	18% (66)	11% (39)	12% (45)	6% (21)	33% (123)	372
Age: 45-64	12% (86)	16% (113)	9% (66)	15% (107)	3% (23)	45% (317)	713
Age: 65+	4% (22)	12% (61)	9% (43)	21% (103)	4% (18)	49% (240)	487
GenZers: 1997-2012	16% (43)	8% (20)	6% (16)	11% (30)	10% (26)	49% (127)	262
Millennials: 1981-1996	22% (151)	19% (127)	11% (75)	11% (72)	5% (35)	32% (217)	675
GenXers: 1965-1980	13% (73)	16% (89)	9% (52)	14% (80)	3% (16)	45% (251)	561
Baby Boomers: 1946-1964	6% (39)	14% (91)	9% (59)	18% (117)	4% (26)	48% (308)	640
PID: Dem (no lean)	21% (202)	18% (172)	8% (77)	11% (101)	3% (33)	38% (364)	949
PID: Ind (no lean)	7% (43)	13% (80)	7% (48)	17% (109)	7% (46)	49% (311)	638
PID: Rep (no lean)	10% (62)	13% (81)	13% (81)	18% (108)	4% (25)	42% (258)	614
PID/Gender: Dem Men	32% (163)	22% (110)	7% (35)	12% (60)	3% (14)	25% (126)	508
PID/Gender: Dem Women	9% (39)	14% (62)	9% (41)	9% (41)	4% (19)	54% (237)	440
PID/Gender: Ind Men	9% (25)	17% (46)	7% (19)	18% (47)	8% (21)	41% (108)	266
PID/Gender: Ind Women	5% (18)	9% (34)	7% (28)	17% (62)	7% (25)	55% (202)	368
PID/Gender: Rep Men	14% (41)	19% (55)	14% (43)	14% (42)	4% (12)	35% (104)	296
PID/Gender: Rep Women	6% (20)	8% (26)	12% (38)	21% (66)	4% (13)	48% (154)	318
Ideo: Liberal (1-3)	17% (119)	15% (105)	8% (58)	12% (83)	5% (37)	42% (295)	697
Ideo: Moderate (4)	13% (86)	18% (119)	11% (70)	12% (80)	4% (28)	42% (280)	662
Ideo: Conservative (5-7)	14% (90)	14% (92)	9% (58)	19% (126)	4% (26)	41% (271)	663
Educ: < College	12% (171)	13% (192)	9% (136)	15% (213)	6% (79)	45% (647)	1438
Educ: Bachelors degree	12% (59)	17% (81)	9% (45)	17% (82)	4% (18)	41% (200)	484
Educ: Post-grad	28% (77)	22% (60)	9% (24)	9% (24)	3% (7)	31% (85)	278
Income: Under 50k	10% (119)	13% (154)	9% (112)	17% (197)	6% (70)	45% (538)	1189
Income: 50k-100k	16% (102)	17% (110)	10% (63)	13% (83)	4% (25)	41% (271)	654
Income: 100k+	24% (86)	20% (70)	9% (30)	11% (38)	3% (9)	35% (124)	358
Ethnicity: White	13% (221)	14% (244)	9% (159)	16% (272)	5% (81)	42% (721)	1698

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Table MCEN7_2: And how interested are you in seeing the following upcoming films when they release on streaming services?

Extraction 2

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	14% (307)	15% (333)	9% (205)	14% (319)	5% (104)	42% (933)	2201
Ethnicity: Hispanic	15% (59)	14% (53)	11% (40)	11% (41)	5% (19)	44% (167)	379
Ethnicity: Black	18% (51)	21% (58)	9% (25)	9% (24)	6% (18)	38% (107)	283
Ethnicity: Other	16% (34)	14% (31)	10% (21)	10% (23)	3% (6)	47% (104)	220
All Christian	12% (116)	16% (154)	11% (110)	15% (146)	4% (37)	42% (415)	977
All Non-Christian	38% (89)	20% (46)	9% (21)	8% (19)	7% (17)	18% (43)	235
Atheist	10% (9)	8% (7)	8% (8)	19% (17)	— (0)	54% (49)	91
Agnostic/Nothing in particular	11% (58)	13% (69)	7% (38)	16% (85)	6% (33)	48% (260)	544
Something Else	10% (35)	16% (58)	8% (28)	15% (52)	5% (17)	47% (165)	354
Religious Non-Protestant/Catholic	35% (89)	20% (51)	9% (22)	9% (24)	7% (18)	20% (50)	254
Evangelical	13% (71)	17% (93)	10% (53)	16% (90)	4% (21)	40% (222)	550
Non-Evangelical	10% (75)	15% (111)	11% (81)	14% (102)	4% (30)	47% (349)	747
Community: Urban	24% (171)	18% (127)	8% (58)	13% (92)	4% (26)	32% (227)	702
Community: Suburban	10% (94)	13% (129)	9% (83)	15% (148)	4% (41)	48% (464)	958
Community: Rural	8% (42)	14% (77)	12% (64)	15% (79)	7% (37)	45% (242)	541
Employ: Private Sector	19% (147)	20% (148)	10% (74)	10% (77)	4% (32)	37% (277)	755
Employ: Government	34% (53)	14% (21)	9% (15)	12% (19)	3% (5)	27% (42)	154
Employ: Self-Employed	15% (25)	15% (26)	7% (12)	11% (19)	8% (13)	43% (72)	167
Employ: Homemaker	7% (10)	15% (22)	7% (11)	14% (20)	2% (3)	55% (80)	146
Employ: Student	10% (7)	14% (11)	5% (4)	8% (6)	7% (5)	57% (44)	77
Employ: Retired	4% (23)	13% (68)	10% (53)	22% (114)	4% (19)	47% (244)	521
Employ: Unemployed	12% (28)	8% (20)	10% (23)	19% (46)	7% (18)	44% (106)	241
Employ: Other	10% (13)	12% (17)	11% (15)	13% (17)	6% (8)	49% (68)	139
Military HH: Yes	13% (33)	16% (41)	12% (30)	17% (45)	4% (10)	38% (99)	259
Military HH: No	14% (274)	15% (292)	9% (175)	14% (274)	5% (93)	43% (834)	1942
2022 House Vote: Democrat	20% (185)	19% (177)	9% (86)	12% (112)	4% (40)	37% (349)	949
2022 House Vote: Republican	9% (56)	14% (86)	11% (63)	21% (122)	3% (21)	42% (247)	596
2022 House Vote: Someone else	7% (4)	16% (9)	6% (4)	22% (13)	3% (2)	47% (28)	60
2022 House Vote: Didnt Vote	10% (62)	10% (61)	9% (53)	12% (71)	7% (42)	52% (309)	597

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Table MCEN7_2: And how interested are you in seeing the following upcoming films when they release on streaming services?
Extraction 2

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	14% (307)	15% (333)	9% (205)	14% (319)	5% (104)	42% (933)	2201
2020 Vote: Joe Biden	18% (171)	19% (181)	9% (91)	12% (116)	4% (35)	38% (369)	963
2020 Vote: Donald Trump	10% (66)	15% (99)	11% (74)	18% (116)	4% (25)	43% (283)	663
2020 Vote: Other	5% (3)	15% (10)	3% (2)	18% (12)	1% (1)	58% (37)	64
2020 Vote: Didn't Vote	13% (67)	9% (44)	7% (38)	15% (75)	9% (44)	48% (244)	511
2018 House Vote: Democrat	19% (154)	19% (154)	10% (76)	10% (79)	3% (24)	39% (307)	795
2018 House Vote: Republican	10% (53)	14% (74)	10% (54)	21% (113)	4% (21)	43% (236)	551
2018 House Vote: Someone else	8% (4)	15% (8)	4% (2)	16% (9)	1% (1)	56% (32)	57
2018 House Vote: Didnt Vote	12% (96)	12% (96)	9% (73)	15% (117)	7% (58)	45% (358)	799
4-Region: Northeast	15% (57)	14% (56)	10% (38)	17% (67)	4% (15)	39% (152)	386
4-Region: Midwest	12% (56)	12% (57)	7% (33)	19% (87)	2% (10)	47% (214)	455
4-Region: South	12% (98)	16% (132)	10% (87)	14% (120)	8% (63)	40% (339)	839
4-Region: West	18% (96)	17% (89)	9% (47)	9% (45)	3% (16)	44% (229)	521
Film Fan	15% (294)	17% (324)	10% (184)	13% (248)	5% (89)	41% (790)	1928
Avid Film Fan	25% (191)	21% (158)	8% (60)	10% (74)	4% (27)	33% (252)	763
Went to Theaters 1+ Times in Past Month	25% (228)	19% (175)	9% (83)	11% (99)	5% (49)	30% (267)	901
Went to Theaters 3+ Times in Past Month	41% (146)	23% (81)	6% (21)	6% (23)	7% (24)	17% (62)	356
Went to Theaters Once/Month or more in Past Year	38% (160)	20% (85)	8% (35)	7% (29)	5% (21)	22% (95)	425
Went to Theaters Once Every 2 Months or less in Past Year	9% (144)	14% (240)	9% (157)	16% (265)	4% (69)	47% (788)	1663

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

Table MCEN7_3: And how interested are you in seeing the following upcoming films when they release on streaming services?
Flamin' Hot

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	10% (216)	12% (261)	11% (237)	15% (329)	6% (131)	47% (1027)	2200
Gender: Male	17% (178)	16% (172)	11% (123)	14% (147)	6% (67)	36% (384)	1074
Gender: Female	3% (38)	8% (89)	10% (113)	16% (182)	6% (64)	57% (641)	1127
Age: 18-34	18% (112)	10% (60)	10% (66)	10% (61)	6% (40)	46% (292)	631
Age: 35-44	13% (47)	19% (70)	11% (42)	15% (54)	7% (25)	36% (135)	372
Age: 45-64	7% (49)	13% (96)	11% (79)	14% (102)	6% (42)	48% (342)	711
Age: 65+	2% (9)	7% (35)	10% (50)	23% (111)	5% (24)	53% (259)	487
GenZers: 1997-2012	13% (34)	7% (18)	13% (34)	11% (28)	6% (15)	51% (133)	262
Millennials: 1981-1996	17% (117)	15% (101)	10% (66)	12% (80)	7% (48)	39% (263)	675
GenXers: 1965-1980	9% (48)	16% (87)	10% (57)	13% (75)	5% (29)	47% (265)	566
Baby Boomers: 1946-1964	3% (17)	8% (51)	12% (76)	20% (125)	6% (35)	53% (336)	640
PID: Dem (no lean)	15% (139)	17% (158)	10% (93)	12% (114)	6% (61)	41% (384)	945
PID: Ind (no lean)	5% (31)	8% (49)	12% (75)	16% (102)	5% (33)	55% (348)	638
PID: Rep (no lean)	8% (47)	9% (54)	11% (70)	18% (113)	6% (36)	48% (294)	614
PID/Gender: Dem Men	24% (121)	22% (111)	9% (44)	12% (62)	6% (33)	27% (137)	508
PID/Gender: Dem Women	4% (17)	11% (47)	11% (48)	12% (52)	7% (29)	56% (247)	440
PID/Gender: Ind Men	8% (20)	10% (26)	14% (38)	15% (39)	5% (14)	48% (129)	266
PID/Gender: Ind Women	3% (10)	6% (23)	10% (35)	17% (63)	5% (19)	59% (218)	368
PID/Gender: Rep Men	12% (36)	12% (35)	14% (40)	15% (46)	7% (20)	40% (119)	296
PID/Gender: Rep Women	3% (10)	6% (19)	9% (30)	21% (67)	5% (16)	55% (175)	318
Ideo: Liberal (1-3)	13% (88)	15% (103)	9% (63)	11% (79)	6% (42)	46% (322)	697
Ideo: Moderate (4)	8% (53)	12% (82)	14% (91)	13% (85)	6% (41)	47% (310)	662
Ideo: Conservative (5-7)	10% (70)	10% (67)	9% (59)	20% (130)	6% (37)	45% (301)	663
Educ: < College	8% (121)	10% (146)	11% (152)	16% (228)	7% (95)	48% (695)	1438
Educ: Bachelors degree	9% (44)	13% (64)	12% (58)	15% (72)	5% (22)	46% (224)	484
Educ: Post-grad	18% (51)	18% (50)	10% (27)	11% (29)	5% (13)	39% (108)	278
Income: Under 50k	8% (90)	10% (121)	11% (135)	18% (211)	6% (77)	47% (556)	1189
Income: 50k-100k	10% (65)	12% (79)	10% (67)	12% (81)	6% (42)	49% (321)	654
Income: 100k+	17% (61)	17% (61)	10% (36)	10% (37)	3% (12)	42% (150)	358
Ethnicity: White	9% (158)	11% (182)	11% (182)	16% (272)	6% (97)	48% (807)	1698

Continued on next page

**Table MCEN7_3: And how interested are you in seeing the following upcoming films when they release on streaming services?
Flamin' Hot**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	10% (216)	12% (261)	11% (237)	15% (329)	6% (131)	47% (1027)	2201
Ethnicity: Hispanic	14% (52)	8% (31)	14% (54)	13% (50)	4% (17)	46% (176)	379
Ethnicity: Black	14% (41)	14% (38)	11% (31)	12% (34)	7% (21)	42% (118)	283
Ethnicity: Other	8% (17)	18% (41)	11% (24)	11% (24)	6% (13)	46% (102)	220
All Christian	7% (71)	12% (119)	12% (120)	16% (161)	5% (51)	47% (455)	977
All Non-Christian	36% (84)	18% (43)	8% (18)	10% (24)	3% (7)	25% (59)	235
Atheist	7% (6)	11% (10)	7% (6)	16% (15)	5% (4)	55% (50)	91
Agnostic/Nothing in particular	5% (29)	10% (52)	10% (54)	15% (80)	7% (39)	53% (290)	544
Something Else	7% (26)	10% (37)	11% (39)	14% (49)	8% (30)	49% (173)	354
Religious Non-Protestant/Catholic	33% (84)	18% (46)	9% (22)	11% (27)	3% (8)	26% (66)	254
Evangelical	9% (51)	14% (75)	10% (55)	18% (99)	5% (29)	44% (241)	550
Non-Evangelical	6% (43)	10% (74)	13% (98)	15% (109)	7% (49)	50% (374)	747
Community: Urban	19% (132)	15% (108)	10% (67)	14% (96)	6% (45)	36% (254)	702
Community: Suburban	5% (48)	9% (90)	12% (111)	15% (145)	5% (52)	53% (512)	958
Community: Rural	7% (36)	12% (63)	11% (59)	16% (88)	6% (34)	48% (261)	541
Employ: Private Sector	15% (113)	17% (129)	11% (80)	10% (79)	6% (45)	41% (310)	755
Employ: Government	24% (36)	11% (17)	14% (21)	13% (20)	4% (6)	35% (54)	154
Employ: Self-Employed	7% (12)	10% (17)	10% (16)	11% (19)	10% (17)	50% (84)	167
Employ: Homemaker	6% (8)	8% (12)	8% (12)	17% (26)	10% (15)	50% (74)	146
Employ: Student	15% (12)	5% (4)	10% (8)	6% (5)	8% (6)	56% (43)	77
Employ: Retired	2% (12)	8% (43)	12% (65)	24% (124)	4% (19)	49% (258)	521
Employ: Unemployed	6% (15)	11% (27)	9% (21)	18% (42)	5% (13)	51% (123)	241
Employ: Other	6% (8)	8% (12)	10% (14)	10% (15)	7% (10)	58% (81)	139
Military HH: Yes	13% (33)	11% (28)	11% (30)	19% (49)	4% (9)	43% (110)	259
Military HH: No	9% (183)	12% (233)	11% (208)	14% (280)	6% (122)	47% (916)	1942
2022 House Vote: Democrat	14% (131)	16% (154)	11% (103)	13% (127)	6% (53)	40% (381)	949
2022 House Vote: Republican	7% (40)	8% (47)	12% (70)	21% (125)	4% (25)	48% (288)	596
2022 House Vote: Someone else	3% (2)	14% (8)	7% (4)	16% (10)	5% (3)	56% (33)	60
2022 House Vote: Didnt Vote	7% (44)	9% (52)	10% (60)	11% (67)	8% (50)	54% (324)	597

Continued on next page

**Table MCEN7_3: And how interested are you in seeing the following upcoming films when they release on streaming services?
Flamin' Hot**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	10% (216)	12% (261)	11% (237)	15% (329)	6% (131)	47% (1027)	2201
2020 Vote: Joe Biden	13% (126)	16% (150)	11% (103)	13% (123)	6% (55)	42% (406)	963
2020 Vote: Donald Trump	7% (46)	9% (62)	11% (72)	18% (122)	4% (23)	51% (340)	663
2020 Vote: Other	— (0)	17% (11)	6% (4)	15% (10)	7% (4)	56% (35)	64
2020 Vote: Didn't Vote	9% (44)	8% (38)	12% (59)	15% (75)	9% (49)	48% (246)	511
2018 House Vote: Democrat	14% (108)	17% (139)	11% (86)	12% (99)	4% (35)	41% (327)	795
2018 House Vote: Republican	7% (36)	8% (44)	11% (60)	20% (112)	4% (24)	50% (276)	551
2018 House Vote: Someone else	6% (3)	10% (6)	9% (5)	10% (6)	5% (3)	60% (34)	57
2018 House Vote: Didnt Vote	9% (69)	9% (73)	11% (86)	14% (112)	9% (69)	49% (389)	799
4-Region: Northeast	12% (45)	10% (40)	12% (47)	19% (72)	7% (26)	40% (156)	386
4-Region: Midwest	7% (31)	10% (44)	9% (41)	19% (85)	5% (22)	51% (233)	455
4-Region: South	8% (67)	12% (98)	11% (95)	15% (125)	6% (51)	48% (403)	839
4-Region: West	14% (74)	15% (79)	11% (55)	9% (47)	6% (31)	45% (235)	521
Film Fan	10% (199)	13% (244)	11% (212)	14% (264)	6% (113)	46% (897)	1928
Avid Film Fan	17% (129)	17% (128)	9% (68)	12% (89)	7% (50)	39% (299)	763
Went to Theaters 1+ Times in Past Month	18% (166)	19% (172)	11% (96)	11% (97)	7% (61)	34% (309)	901
Went to Theaters 3+ Times in Past Month	36% (128)	24% (84)	9% (32)	6% (20)	7% (24)	19% (68)	356
Went to Theaters Once/Month or more in Past Year	27% (116)	22% (93)	10% (41)	8% (34)	7% (29)	26% (112)	425
Went to Theaters Once Every 2 Months or less in Past Year	6% (94)	10% (159)	11% (184)	16% (272)	6% (92)	52% (861)	1663

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

Table MCEN7_4: And how interested are you in seeing the following upcoming films when they release on streaming services?
Reality

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	11% (234)	15% (324)	11% (236)	16% (343)	5% (104)	44% (960)	2200
Gender: Male	15% (161)	18% (190)	11% (113)	16% (169)	5% (52)	36% (385)	1071
Gender: Female	7% (73)	12% (133)	11% (122)	15% (173)	5% (52)	51% (573)	1127
Age: 18-34	16% (102)	14% (89)	9% (59)	10% (65)	5% (29)	45% (286)	631
Age: 35-44	16% (59)	22% (81)	9% (34)	14% (51)	5% (19)	34% (127)	372
Age: 45-64	9% (61)	13% (95)	14% (98)	15% (109)	4% (32)	45% (317)	714
Age: 65+	3% (13)	12% (58)	9% (45)	24% (117)	5% (24)	47% (230)	487
GenZers: 1997-2012	8% (21)	14% (36)	10% (26)	12% (31)	4% (11)	53% (138)	262
Millennials: 1981-1996	19% (130)	17% (118)	9% (63)	12% (80)	5% (34)	37% (251)	675
GenXers: 1965-1980	10% (56)	15% (82)	13% (74)	14% (78)	5% (25)	44% (245)	560
Baby Boomers: 1946-1964	4% (27)	12% (78)	11% (70)	21% (133)	5% (34)	47% (298)	640
PID: Dem (no lean)	16% (153)	17% (160)	11% (100)	12% (114)	5% (50)	39% (371)	948
PID: Ind (no lean)	5% (34)	12% (77)	8% (54)	17% (108)	5% (29)	53% (336)	638
PID: Rep (no lean)	8% (48)	14% (87)	13% (82)	20% (120)	4% (25)	41% (253)	614
PID/Gender: Dem Men	23% (117)	20% (104)	10% (50)	12% (62)	6% (29)	29% (146)	508
PID/Gender: Dem Women	8% (36)	13% (57)	11% (50)	12% (52)	5% (21)	51% (225)	440
PID/Gender: Ind Men	5% (14)	12% (31)	7% (20)	19% (51)	5% (13)	51% (137)	266
PID/Gender: Ind Women	5% (20)	12% (45)	9% (32)	15% (57)	4% (16)	54% (198)	368
PID/Gender: Rep Men	10% (30)	19% (55)	14% (42)	19% (56)	3% (10)	35% (102)	296
PID/Gender: Rep Women	5% (17)	10% (31)	13% (40)	20% (64)	5% (15)	47% (150)	318
Ideo: Liberal (1-3)	12% (87)	16% (108)	9% (62)	13% (87)	4% (31)	46% (322)	697
Ideo: Moderate (4)	10% (68)	13% (89)	11% (73)	14% (95)	5% (36)	46% (302)	662
Ideo: Conservative (5-7)	11% (72)	14% (94)	11% (73)	21% (137)	4% (27)	39% (259)	663
Educ: < College	9% (126)	13% (188)	12% (172)	16% (226)	5% (70)	46% (656)	1438
Educ: Bachelors degree	9% (44)	17% (82)	9% (45)	18% (88)	4% (22)	42% (204)	484
Educ: Post-grad	23% (65)	19% (53)	7% (19)	11% (29)	4% (12)	36% (100)	278
Income: Under 50k	8% (94)	13% (154)	11% (134)	18% (220)	5% (61)	44% (526)	1189
Income: 50k-100k	11% (71)	15% (98)	11% (72)	13% (85)	5% (29)	45% (297)	654
Income: 100k+	19% (69)	20% (71)	9% (31)	10% (37)	4% (14)	38% (136)	358
Ethnicity: White	10% (171)	15% (255)	10% (178)	15% (262)	5% (78)	44% (754)	1698

Continued on next page

Table MCEN7_4: And how interested are you in seeing the following upcoming films when they release on streaming services?

Reality

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	11% (234)	15% (324)	11% (236)	16% (343)	5% (104)	44% (960)	2201
Ethnicity: Hispanic	9% (36)	12% (46)	14% (52)	12% (47)	3% (10)	50% (189)	379
Ethnicity: Black	17% (48)	13% (35)	8% (23)	18% (50)	6% (18)	38% (108)	283
Ethnicity: Other	7% (15)	15% (33)	16% (36)	14% (30)	4% (8)	45% (98)	220
All Christian	8% (77)	16% (153)	12% (115)	16% (156)	6% (55)	43% (422)	977
All Non-Christian	33% (77)	24% (57)	5% (13)	11% (26)	2% (4)	24% (57)	235
Atheist	6% (6)	4% (4)	7% (6)	21% (19)	3% (2)	58% (53)	91
Agnostic/Nothing in particular	6% (31)	13% (71)	11% (60)	16% (87)	5% (25)	50% (270)	544
Something Else	12% (44)	11% (38)	12% (42)	15% (54)	5% (18)	45% (158)	354
Religious Non-Protestant/Catholic	31% (78)	24% (60)	6% (16)	11% (29)	2% (5)	26% (66)	254
Evangelical	12% (68)	16% (87)	10% (57)	17% (93)	5% (25)	40% (220)	550
Non-Evangelical	7% (50)	13% (99)	13% (95)	15% (114)	6% (45)	46% (346)	747
Community: Urban	20% (142)	17% (122)	9% (60)	15% (104)	6% (39)	33% (234)	702
Community: Suburban	7% (62)	14% (130)	12% (112)	16% (151)	3% (33)	49% (471)	958
Community: Rural	5% (30)	13% (72)	12% (65)	16% (89)	6% (31)	47% (255)	541
Employ: Private Sector	13% (101)	18% (133)	11% (81)	12% (89)	5% (34)	42% (316)	755
Employ: Government	23% (35)	20% (31)	9% (14)	15% (23)	4% (7)	29% (45)	154
Employ: Self-Employed	17% (29)	13% (22)	7% (11)	11% (19)	7% (12)	45% (75)	167
Employ: Homemaker	7% (11)	13% (19)	13% (19)	15% (22)	6% (8)	46% (67)	146
Employ: Student	13% (10)	8% (6)	9% (7)	7% (5)	4% (3)	59% (45)	77
Employ: Retired	2% (13)	12% (64)	12% (65)	24% (125)	4% (22)	45% (232)	521
Employ: Unemployed	9% (23)	14% (33)	11% (26)	17% (41)	4% (9)	45% (110)	241
Employ: Other	10% (14)	10% (14)	9% (13)	13% (19)	6% (9)	51% (71)	139
Military HH: Yes	11% (28)	12% (32)	10% (25)	19% (50)	4% (11)	44% (113)	259
Military HH: No	11% (207)	15% (292)	11% (211)	15% (293)	5% (93)	44% (847)	1942
2022 House Vote: Democrat	15% (141)	17% (165)	11% (100)	13% (120)	5% (51)	39% (371)	949
2022 House Vote: Republican	7% (40)	14% (82)	12% (71)	21% (127)	3% (20)	43% (256)	596
2022 House Vote: Someone else	3% (2)	21% (12)	9% (5)	20% (12)	4% (3)	44% (26)	60
2022 House Vote: Didnt Vote	9% (52)	11% (64)	10% (60)	14% (84)	5% (31)	51% (307)	597

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Table MCEN7_4: And how interested are you in seeing the following upcoming films when they release on streaming services?
Reality

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	11% (234)	15% (324)	11% (236)	16% (343)	5% (104)	44% (960)	2201
2020 Vote: Joe Biden	14% (135)	17% (162)	11% (102)	12% (120)	5% (44)	42% (401)	963
2020 Vote: Donald Trump	7% (47)	13% (88)	12% (78)	20% (133)	4% (28)	44% (290)	663
2020 Vote: Other	2% (1)	13% (9)	14% (9)	19% (12)	6% (4)	46% (29)	64
2020 Vote: Didn't Vote	10% (52)	13% (65)	9% (48)	15% (78)	6% (29)	47% (240)	511
2018 House Vote: Democrat	15% (117)	18% (142)	12% (93)	13% (100)	5% (39)	38% (303)	795
2018 House Vote: Republican	7% (39)	14% (79)	10% (58)	21% (116)	4% (19)	43% (239)	551
2018 House Vote: Someone else	7% (4)	18% (10)	12% (7)	15% (9)	3% (2)	44% (25)	57
2018 House Vote: Didnt Vote	9% (74)	12% (92)	10% (79)	15% (118)	5% (44)	49% (392)	799
4-Region: Northeast	14% (53)	16% (63)	8% (30)	19% (74)	5% (20)	37% (144)	386
4-Region: Midwest	9% (43)	10% (47)	10% (46)	18% (84)	4% (16)	48% (219)	455
4-Region: South	8% (71)	16% (132)	10% (84)	16% (136)	6% (49)	44% (368)	839
4-Region: West	13% (68)	16% (81)	15% (76)	9% (49)	4% (19)	44% (228)	521
Film Fan	12% (223)	16% (301)	11% (215)	14% (270)	5% (88)	43% (831)	1928
Avid Film Fan	20% (150)	18% (140)	10% (76)	11% (86)	5% (34)	36% (277)	763
Went to Theaters 1+ Times in Past Month	20% (176)	21% (187)	11% (96)	11% (99)	5% (42)	34% (302)	901
Went to Theaters 3+ Times in Past Month	36% (129)	25% (89)	8% (29)	5% (19)	4% (14)	21% (76)	356
Went to Theaters Once/Month or more in Past Year	31% (132)	23% (97)	10% (41)	7% (32)	4% (19)	24% (104)	425
Went to Theaters Once Every 2 Months or less in Past Year	6% (92)	13% (215)	11% (178)	18% (296)	4% (74)	49% (808)	1663

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

Table MCEN7_5: And how interested are you in seeing the following upcoming films when they release on streaming services?
They Cloned Tyrone

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	8% (182)	12% (263)	9% (207)	16% (351)	6% (127)	49% (1071)	2200
Gender: Male	14% (146)	16% (173)	10% (105)	15% (165)	6% (66)	39% (414)	1071
Gender: Female	3% (36)	8% (90)	9% (100)	16% (185)	5% (61)	58% (655)	1127
Age: 18-34	14% (88)	11% (68)	8% (52)	12% (75)	8% (48)	48% (300)	633
Age: 35-44	11% (42)	20% (74)	7% (26)	16% (58)	6% (23)	40% (149)	372
Age: 45-64	6% (44)	14% (100)	10% (73)	14% (103)	5% (38)	50% (353)	714
Age: 65+	2% (8)	4% (22)	11% (56)	23% (114)	4% (18)	55% (269)	487
GenZers: 1997-2012	8% (22)	7% (18)	8% (22)	12% (32)	12% (32)	52% (136)	262
Millennials: 1981-1996	15% (103)	17% (114)	7% (49)	13% (90)	6% (37)	42% (282)	675
GenXers: 1965-1980	8% (43)	15% (84)	10% (55)	13% (75)	5% (27)	49% (277)	566
Baby Boomers: 1946-1964	2% (14)	7% (45)	12% (77)	21% (133)	4% (28)	54% (343)	640
PID: Dem (no lean)	14% (130)	15% (143)	8% (81)	12% (118)	5% (51)	45% (426)	949
PID: Ind (no lean)	2% (14)	9% (58)	9% (59)	17% (111)	7% (44)	55% (350)	638
PID: Rep (no lean)	6% (38)	10% (62)	11% (67)	20% (122)	5% (31)	48% (295)	614
PID/Gender: Dem Men	21% (107)	20% (104)	8% (41)	13% (66)	5% (24)	33% (166)	508
PID/Gender: Dem Women	5% (23)	9% (39)	9% (39)	12% (52)	6% (27)	59% (260)	440
PID/Gender: Ind Men	4% (11)	11% (28)	10% (28)	18% (47)	7% (18)	51% (135)	266
PID/Gender: Ind Women	1% (4)	8% (30)	8% (30)	17% (64)	7% (26)	58% (214)	368
PID/Gender: Rep Men	10% (29)	14% (41)	12% (36)	18% (53)	8% (24)	38% (114)	296
PID/Gender: Rep Women	3% (9)	7% (21)	10% (31)	22% (69)	2% (8)	57% (181)	318
Ideo: Liberal (1-3)	11% (79)	13% (93)	8% (53)	12% (86)	6% (42)	49% (344)	697
Ideo: Moderate (4)	6% (37)	12% (82)	12% (77)	14% (90)	6% (40)	51% (336)	662
Ideo: Conservative (5-7)	9% (61)	11% (74)	9% (56)	21% (137)	5% (34)	45% (300)	663
Educ: < College	6% (93)	10% (143)	10% (138)	17% (238)	6% (92)	51% (734)	1438
Educ: Bachelors degree	7% (32)	15% (70)	11% (51)	17% (80)	4% (20)	47% (230)	484
Educ: Post-grad	20% (57)	18% (50)	6% (17)	12% (32)	5% (15)	38% (107)	278
Income: Under 50k	5% (62)	10% (124)	9% (105)	18% (219)	6% (75)	51% (605)	1185
Income: 50k-100k	9% (59)	11% (72)	11% (73)	14% (91)	6% (40)	49% (318)	654
Income: 100k+	17% (60)	19% (68)	8% (29)	11% (41)	3% (12)	41% (148)	358
Ethnicity: White	8% (139)	11% (184)	9% (158)	17% (284)	6% (94)	49% (838)	1698

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Table MCEN7_5: And how interested are you in seeing the following upcoming films when they release on streaming services?
They Cloned Tyrone

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	8% (182)	12% (263)	9% (207)	16% (351)	6% (127)	49% (1071)	2201
Ethnicity: Hispanic	10% (37)	10% (39)	8% (32)	12% (47)	7% (28)	52% (197)	379
Ethnicity: Black	13% (37)	13% (38)	10% (28)	14% (39)	7% (20)	43% (121)	283
Ethnicity: Other	3% (6)	19% (41)	9% (20)	12% (27)	6% (13)	51% (112)	220
All Christian	6% (62)	12% (122)	10% (96)	17% (170)	5% (52)	49% (475)	977
All Non-Christian	32% (76)	22% (51)	6% (15)	11% (27)	5% (13)	23% (53)	235
Atheist	5% (5)	11% (10)	7% (6)	17% (15)	6% (6)	54% (49)	91
Agnostic/Nothing in particular	4% (20)	8% (43)	10% (55)	16% (87)	7% (38)	55% (301)	544
Something Else	5% (18)	11% (38)	10% (35)	15% (52)	5% (19)	54% (193)	354
Religious Non-Protestant/Catholic	30% (77)	21% (54)	7% (19)	12% (30)	5% (14)	24% (60)	254
Evangelical	9% (51)	13% (74)	10% (53)	18% (99)	5% (25)	45% (248)	550
Non-Evangelical	4% (27)	11% (81)	9% (69)	16% (120)	6% (43)	55% (408)	747
Community: Urban	18% (129)	16% (112)	7% (52)	15% (107)	6% (42)	37% (260)	702
Community: Suburban	4% (42)	10% (93)	10% (94)	16% (151)	5% (51)	55% (528)	958
Community: Rural	2% (12)	11% (58)	11% (61)	17% (92)	6% (35)	52% (283)	541
Employ: Private Sector	11% (85)	17% (132)	9% (71)	12% (92)	6% (48)	43% (326)	755
Employ: Government	19% (29)	17% (27)	10% (16)	12% (18)	7% (10)	35% (54)	154
Employ: Self-Employed	12% (19)	8% (13)	11% (18)	10% (17)	9% (15)	51% (85)	167
Employ: Homemaker	5% (8)	10% (15)	7% (11)	15% (22)	5% (8)	56% (82)	146
Employ: Student	13% (10)	3% (2)	5% (4)	10% (8)	9% (7)	59% (45)	77
Employ: Retired	2% (9)	8% (41)	13% (66)	24% (124)	4% (18)	50% (263)	521
Employ: Unemployed	6% (15)	9% (21)	5% (12)	20% (48)	4% (10)	56% (135)	241
Employ: Other	5% (7)	9% (12)	6% (8)	16% (22)	7% (10)	58% (80)	139
Military HH: Yes	9% (24)	10% (26)	8% (21)	19% (49)	6% (14)	48% (124)	259
Military HH: No	8% (158)	12% (237)	10% (186)	16% (302)	6% (113)	49% (947)	1942
2022 House Vote: Democrat	12% (118)	15% (146)	9% (85)	13% (125)	6% (57)	44% (418)	949
2022 House Vote: Republican	5% (31)	10% (59)	10% (59)	22% (133)	4% (26)	48% (286)	596
2022 House Vote: Someone else	2% (1)	15% (9)	10% (6)	24% (14)	6% (3)	43% (26)	60
2022 House Vote: Didnt Vote	5% (31)	8% (49)	10% (57)	13% (79)	7% (41)	57% (341)	597

Continued on next page

Table MCEN7_5: And how interested are you in seeing the following upcoming films when they release on streaming services?
They Cloned Tyrone

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	8% (182)	12% (263)	9% (207)	16% (351)	6% (127)	49% (1071)	2201
2020 Vote: Joe Biden	12% (116)	15% (144)	9% (85)	13% (125)	6% (55)	45% (437)	963
2020 Vote: Donald Trump	5% (35)	10% (66)	11% (73)	20% (131)	4% (30)	50% (329)	663
2020 Vote: Other	2% (2)	14% (9)	4% (3)	21% (13)	4% (2)	56% (35)	64
2020 Vote: Didn't Vote	6% (29)	9% (45)	9% (46)	16% (81)	8% (40)	53% (270)	511
2018 House Vote: Democrat	13% (106)	17% (133)	8% (66)	12% (99)	4% (35)	45% (356)	795
2018 House Vote: Republican	6% (31)	9% (51)	10% (55)	22% (121)	3% (19)	50% (273)	551
2018 House Vote: Someone else	2% (1)	18% (10)	9% (5)	15% (9)	1% (0)	55% (31)	57
2018 House Vote: Didnt Vote	6% (45)	9% (69)	10% (81)	15% (122)	9% (72)	51% (411)	799
4-Region: Northeast	12% (47)	11% (43)	11% (44)	18% (67)	4% (16)	44% (169)	386
4-Region: Midwest	6% (28)	9% (40)	8% (39)	21% (93)	4% (18)	52% (237)	455
4-Region: South	5% (46)	13% (106)	8% (71)	16% (138)	8% (66)	49% (413)	839
4-Region: West	12% (62)	14% (75)	10% (53)	10% (52)	5% (27)	48% (252)	521
Film Fan	9% (173)	13% (257)	10% (187)	15% (284)	6% (108)	48% (919)	1928
Avid Film Fan	16% (120)	17% (129)	9% (65)	11% (85)	6% (43)	42% (320)	763
Went to Theaters 1+ Times in Past Month	17% (152)	18% (162)	10% (90)	11% (100)	7% (67)	37% (331)	901
Went to Theaters 3+ Times in Past Month	33% (116)	24% (86)	8% (28)	7% (25)	8% (28)	21% (74)	356
Went to Theaters Once/Month or more in Past Year	28% (120)	22% (92)	9% (40)	8% (33)	7% (31)	26% (108)	425
Went to Theaters Once Every 2 Months or less in Past Year	4% (60)	10% (164)	9% (157)	18% (295)	5% (79)	55% (908)	1663

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

Table MCEN7_6: And how interested are you in seeing the following upcoming films when they release on streaming services?
Heart of Stone

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	11% (232)	14% (308)	10% (217)	14% (300)	4% (96)	48% (1048)	2200
Gender: Male	17% (179)	17% (181)	10% (111)	14% (149)	5% (55)	37% (395)	1077
Gender: Female	5% (53)	11% (127)	9% (104)	13% (150)	4% (42)	58% (651)	1127
Age: 18-34	16% (102)	12% (74)	10% (61)	10% (61)	4% (27)	48% (306)	630
Age: 35-44	16% (59)	19% (69)	9% (34)	12% (46)	7% (25)	37% (139)	372
Age: 45-64	8% (56)	15% (104)	10% (69)	14% (100)	4% (26)	50% (356)	711
Age: 65+	3% (15)	12% (60)	11% (53)	19% (93)	4% (18)	51% (248)	487
GenZers: 1997-2012	11% (28)	9% (25)	12% (32)	10% (25)	6% (15)	52% (137)	262
Millennials: 1981-1996	19% (130)	16% (105)	8% (57)	11% (74)	5% (33)	41% (275)	675
GenXers: 1965-1980	9% (52)	14% (79)	10% (54)	13% (73)	3% (19)	51% (284)	561
Baby Boomers: 1946-1964	3% (22)	14% (92)	11% (69)	17% (108)	4% (28)	50% (321)	640
PID: Dem (no lean)	16% (153)	18% (170)	8% (78)	11% (102)	5% (44)	42% (402)	949
PID: Ind (no lean)	4% (25)	10% (66)	10% (65)	15% (96)	5% (29)	56% (357)	638
PID: Rep (no lean)	9% (55)	12% (71)	12% (74)	17% (102)	4% (23)	47% (289)	614
PID/Gender: Dem Men	24% (122)	22% (111)	8% (41)	11% (57)	6% (30)	29% (146)	508
PID/Gender: Dem Women	7% (30)	14% (60)	8% (37)	10% (44)	3% (14)	58% (255)	440
PID/Gender: Ind Men	7% (19)	10% (27)	12% (31)	16% (42)	5% (14)	50% (134)	266
PID/Gender: Ind Women	1% (5)	11% (40)	9% (33)	15% (54)	4% (15)	60% (222)	368
PID/Gender: Rep Men	13% (37)	15% (44)	13% (40)	17% (50)	3% (10)	39% (115)	296
PID/Gender: Rep Women	5% (17)	9% (28)	11% (34)	16% (52)	4% (13)	55% (174)	318
Ideo: Liberal (1-3)	14% (101)	15% (106)	8% (58)	10% (72)	4% (28)	48% (333)	692
Ideo: Moderate (4)	8% (54)	16% (105)	11% (70)	12% (79)	5% (35)	48% (319)	662
Ideo: Conservative (5-7)	11% (71)	12% (81)	10% (67)	18% (117)	4% (24)	46% (303)	663
Educ: < College	8% (120)	12% (174)	10% (151)	14% (204)	5% (69)	50% (720)	1438
Educ: Bachelors degree	8% (41)	16% (80)	10% (48)	15% (71)	3% (17)	47% (229)	486
Educ: Post-grad	26% (72)	19% (54)	6% (18)	9% (25)	4% (10)	36% (99)	278
Income: Under 50k	6% (74)	13% (159)	10% (120)	16% (189)	5% (54)	50% (593)	1189
Income: 50k-100k	12% (78)	13% (86)	10% (69)	12% (77)	5% (32)	48% (313)	654
Income: 100k+	23% (81)	17% (62)	8% (28)	9% (34)	3% (11)	40% (142)	358
Ethnicity: White	11% (188)	13% (227)	10% (167)	14% (238)	4% (70)	48% (808)	1698

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Table MCEN7_6: And how interested are you in seeing the following upcoming films when they release on streaming services?
Heart of Stone

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	11% (232)	14% (308)	10% (217)	14% (300)	4% (96)	48% (1048)	2201
Ethnicity: Hispanic	14% (53)	10% (39)	12% (47)	11% (41)	2% (7)	51% (193)	379
Ethnicity: Black	12% (35)	14% (38)	10% (28)	13% (36)	7% (20)	45% (126)	283
Ethnicity: Other	4% (9)	19% (42)	10% (22)	12% (26)	3% (6)	52% (114)	220
All Christian	8% (81)	14% (142)	12% (116)	14% (137)	4% (43)	47% (459)	977
All Non-Christian	41% (97)	21% (50)	6% (13)	8% (18)	2% (4)	23% (53)	235
Atheist	3% (3)	6% (5)	11% (10)	17% (15)	3% (3)	61% (55)	91
Agnostic/Nothing in particular	5% (26)	11% (59)	10% (53)	15% (80)	5% (28)	55% (297)	544
Something Else	7% (26)	15% (52)	7% (24)	14% (51)	5% (18)	52% (184)	354
Religious Non-Protestant/Catholic	38% (97)	21% (53)	6% (16)	8% (20)	2% (6)	25% (63)	254
Evangelical	11% (62)	14% (76)	10% (53)	16% (88)	4% (24)	45% (247)	550
Non-Evangelical	6% (43)	15% (112)	11% (81)	13% (97)	4% (33)	51% (381)	747
Community: Urban	22% (152)	16% (114)	10% (67)	12% (86)	6% (43)	34% (240)	702
Community: Suburban	5% (46)	13% (123)	10% (95)	14% (137)	3% (33)	55% (523)	958
Community: Rural	6% (34)	13% (71)	10% (54)	14% (76)	4% (21)	53% (285)	541
Employ: Private Sector	16% (117)	18% (134)	9% (68)	11% (80)	4% (33)	43% (322)	755
Employ: Government	25% (38)	15% (24)	12% (19)	11% (18)	4% (6)	32% (50)	154
Employ: Self-Employed	11% (19)	14% (23)	11% (18)	8% (14)	8% (14)	47% (79)	167
Employ: Homemaker	8% (11)	10% (15)	9% (14)	15% (22)	5% (8)	52% (77)	146
Employ: Student	6% (5)	17% (13)	8% (7)	9% (7)	1% (1)	58% (45)	77
Employ: Retired	3% (15)	12% (62)	13% (68)	20% (103)	3% (16)	49% (256)	521
Employ: Unemployed	7% (18)	8% (20)	6% (14)	17% (42)	4% (10)	57% (138)	241
Employ: Other	6% (8)	12% (17)	7% (9)	11% (15)	7% (10)	58% (80)	139
Military HH: Yes	13% (34)	14% (37)	10% (27)	16% (42)	2% (6)	43% (112)	259
Military HH: No	10% (198)	14% (270)	10% (190)	13% (258)	5% (91)	48% (936)	1942
2022 House Vote: Democrat	15% (142)	18% (169)	10% (92)	11% (107)	4% (42)	42% (396)	949
2022 House Vote: Republican	8% (45)	11% (66)	11% (65)	20% (118)	4% (22)	47% (279)	596
2022 House Vote: Someone else	3% (2)	19% (11)	14% (8)	17% (10)	1% (1)	46% (27)	60
2022 House Vote: Didnt Vote	7% (44)	10% (62)	9% (51)	11% (65)	5% (31)	58% (345)	597

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Table MCEN7_6: And how interested are you in seeing the following upcoming films when they release on streaming services?
Heart of Stone

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Heard of, no opinion	Never heard of	Total
Adults	11% (232)	14% (308)	10% (217)	14% (300)	4% (96)	48% (1048)	2201
2020 Vote: Joe Biden	14% (135)	18% (170)	9% (87)	11% (104)	4% (40)	44% (428)	963
2020 Vote: Donald Trump	7% (45)	12% (81)	11% (70)	17% (116)	4% (29)	49% (323)	663
2020 Vote: Other	3% (2)	12% (8)	9% (6)	19% (12)	5% (3)	51% (32)	64
2020 Vote: Didn't Vote	10% (51)	10% (49)	10% (53)	13% (68)	5% (24)	52% (265)	511
2018 House Vote: Democrat	15% (115)	19% (152)	9% (68)	10% (83)	4% (35)	43% (342)	795
2018 House Vote: Republican	8% (44)	11% (58)	10% (56)	20% (108)	4% (23)	47% (262)	551
2018 House Vote: Someone else	— (0)	17% (10)	10% (6)	14% (8)	1% (1)	57% (33)	57
2018 House Vote: Didnt Vote	9% (73)	11% (88)	11% (87)	13% (101)	5% (38)	52% (412)	799
4-Region: Northeast	15% (56)	15% (56)	10% (37)	16% (60)	3% (13)	42% (163)	386
4-Region: Midwest	8% (38)	10% (45)	9% (43)	17% (80)	4% (17)	51% (233)	455
4-Region: South	9% (73)	14% (121)	10% (80)	14% (115)	6% (48)	48% (401)	839
4-Region: West	13% (65)	16% (86)	11% (56)	9% (45)	4% (19)	48% (250)	521
Film Fan	11% (218)	15% (297)	10% (186)	12% (237)	4% (86)	47% (905)	1928
Avid Film Fan	18% (135)	19% (141)	9% (69)	10% (76)	4% (32)	41% (309)	763
Went to Theaters 1+ Times in Past Month	21% (191)	20% (176)	10% (91)	9% (83)	6% (54)	34% (305)	901
Went to Theaters 3+ Times in Past Month	39% (141)	23% (81)	10% (35)	4% (14)	6% (21)	18% (65)	356
Went to Theaters Once/Month or more in Past Year	31% (133)	23% (98)	10% (44)	5% (23)	7% (29)	23% (97)	425
Went to Theaters Once Every 2 Months or less in Past Year	6% (92)	12% (202)	10% (162)	15% (253)	3% (53)	54% (899)	1663

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

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

Film

Demographic	Avid fan	Casual fan	Not a fan at all	Total N
Adults	35% (763)	53% (1166)	12% (273)	2201
Gender: Male	41% (434)	52% (557)	7% (79)	1071
Gender: Female	29% (328)	54% (607)	17% (192)	1127
Age: 18-34	37% (236)	50% (314)	13% (81)	631
Age: 35-44	41% (152)	47% (176)	12% (44)	372
Age: 45-64	35% (247)	55% (394)	10% (70)	711
Age: 65+	26% (128)	58% (282)	16% (78)	487
GenZers: 1997-2012	31% (81)	58% (152)	11% (29)	262
Millennials: 1981-1996	42% (280)	45% (306)	13% (89)	675
GenXers: 1965-1980	38% (211)	53% (295)	10% (55)	561
Baby Boomers: 1946-1964	27% (170)	60% (387)	13% (83)	640
PID: Dem (no lean)	44% (414)	48% (456)	8% (79)	949
PID: Ind (no lean)	27% (172)	58% (372)	15% (93)	638
PID: Rep (no lean)	29% (176)	55% (337)	16% (101)	614
PID/Gender: Dem Men	49% (251)	45% (228)	6% (29)	508
PID/Gender: Dem Women	37% (163)	52% (227)	11% (50)	440
PID/Gender: Ind Men	30% (80)	64% (170)	6% (16)	266
PID/Gender: Ind Women	25% (91)	55% (201)	21% (76)	368
PID/Gender: Rep Men	35% (103)	53% (158)	12% (35)	296
PID/Gender: Rep Women	23% (73)	56% (179)	21% (66)	318
Ideo: Liberal (1-3)	44% (307)	49% (343)	7% (48)	697
Ideo: Moderate (4)	31% (204)	55% (362)	14% (95)	662
Ideo: Conservative (5-7)	31% (205)	57% (380)	12% (78)	663
Educ: < College	32% (465)	53% (758)	15% (215)	1438
Educ: Bachelors degree	38% (182)	55% (265)	8% (37)	484
Educ: Post-grad	41% (115)	51% (143)	7% (20)	278
Income: Under 50k	32% (377)	51% (611)	17% (202)	1189
Income: 50k-100k	37% (240)	56% (363)	8% (51)	654
Income: 100k+	41% (146)	54% (192)	6% (20)	358
Ethnicity: White	34% (579)	53% (902)	13% (218)	1698
Ethnicity: Hispanic	36% (138)	47% (180)	16% (61)	379
Ethnicity: Black	40% (114)	48% (136)	12% (33)	283

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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	35%	(763)	53%	(1166)	12%	(273)	2201
Ethnicity: Other	32%	(70)	58%	(128)	10%	(21)	220
All Christian	30%	(298)	58%	(563)	12%	(117)	977
All Non-Christian	54%	(127)	39%	(92)	7%	(16)	235
Atheist	38%	(34)	53%	(48)	9%	(8)	91
Agnostic/Nothing in particular	33%	(177)	52%	(282)	16%	(85)	544
Something Else	36%	(127)	51%	(181)	13%	(46)	354
Religious Non-Protestant/Catholic	52%	(133)	41%	(105)	6%	(16)	254
Evangelical	29%	(160)	57%	(316)	13%	(74)	550
Non-Evangelical	33%	(250)	55%	(409)	12%	(88)	747
Community: Urban	46%	(321)	45%	(315)	9%	(66)	702
Community: Suburban	31%	(296)	58%	(555)	11%	(108)	958
Community: Rural	27%	(146)	55%	(296)	18%	(98)	541
Employ: Private Sector	40%	(300)	50%	(374)	11%	(80)	755
Employ: Government	38%	(59)	51%	(79)	11%	(17)	154
Employ: Self-Employed	42%	(70)	49%	(81)	9%	(16)	167
Employ: Homemaker	26%	(38)	52%	(76)	22%	(32)	146
Employ: Student	42%	(32)	50%	(38)	8%	(6)	77
Employ: Retired	26%	(138)	60%	(312)	14%	(71)	521
Employ: Unemployed	35%	(86)	51%	(122)	14%	(34)	241
Employ: Other	29%	(40)	59%	(83)	12%	(16)	139
Military HH: Yes	33%	(85)	57%	(148)	10%	(25)	259
Military HH: No	35%	(677)	52%	(1018)	13%	(247)	1942
2022 House Vote: Democrat	44%	(420)	48%	(457)	8%	(72)	949
2022 House Vote: Republican	28%	(168)	59%	(352)	13%	(76)	596
2022 House Vote: Someone else	18%	(11)	78%	(47)	4%	(2)	60
2022 House Vote: Didn't Vote	28%	(164)	52%	(310)	21%	(123)	597
2020 Vote: Joe Biden	43%	(415)	50%	(478)	7%	(70)	963
2020 Vote: Donald Trump	29%	(194)	57%	(379)	14%	(91)	663
2020 Vote: Other	26%	(16)	61%	(39)	14%	(9)	64
2020 Vote: Didn't Vote	27%	(138)	53%	(270)	20%	(103)	511

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

Film

Demographic	Avid fan	Casual fan	Not a fan at all	Total N
Adults	35% (763)	53% (1166)	12% (273)	2201
2018 House Vote: Democrat	44% (352)	49% (388)	7% (55)	795
2018 House Vote: Republican	28% (154)	58% (320)	14% (77)	551
2018 House Vote: Someone else	24% (14)	71% (40)	6% (3)	57
2018 House Vote: Didnt Vote	31% (244)	52% (418)	17% (137)	799
4-Region: Northeast	37% (144)	48% (183)	15% (58)	386
4-Region: Midwest	31% (142)	54% (247)	15% (66)	455
4-Region: South	33% (274)	55% (461)	12% (105)	839
4-Region: West	39% (203)	53% (275)	8% (43)	521
Film Fan	40% (763)	60% (1166)	— (0)	1928
Avid Film Fan	100% (763)	— (0)	— (0)	763
Went to Theaters 1+ Times in Past Month	50% (447)	45% (401)	6% (53)	901
Went to Theaters 3+ Times in Past Month	55% (196)	39% (141)	6% (20)	356
Went to Theaters Once/Month or more in Past Year	61% (257)	34% (144)	5% (23)	425
Went to Theaters Once Every 2 Months or less in Past Year	29% (481)	58% (972)	13% (209)	1663

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

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

Demographic	Avid fan	Casual fan	Not a fan at all	Total N
Adults	50% (1094)	43% (939)	8% (168)	2201
Gender: Male	51% (542)	43% (461)	6% (67)	1071
Gender: Female	49% (551)	42% (475)	9% (100)	1127
Age: 18-34	41% (259)	47% (298)	12% (74)	631
Age: 35-44	48% (179)	44% (164)	8% (29)	372
Age: 45-64	56% (400)	39% (280)	4% (31)	711
Age: 65+	53% (256)	41% (197)	7% (34)	487
GenZers: 1997-2012	31% (82)	55% (145)	13% (35)	262
Millennials: 1981-1996	48% (326)	42% (283)	10% (66)	675
GenXers: 1965-1980	55% (311)	39% (221)	5% (29)	561
Baby Boomers: 1946-1964	54% (343)	41% (262)	5% (35)	640
PID: Dem (no lean)	57% (542)	37% (354)	6% (53)	949
PID: Ind (no lean)	42% (267)	47% (302)	11% (69)	638
PID: Rep (no lean)	46% (286)	46% (282)	8% (46)	614
PID/Gender: Dem Men	58% (297)	37% (188)	5% (23)	508
PID/Gender: Dem Women	56% (245)	38% (166)	7% (29)	440
PID/Gender: Ind Men	41% (109)	49% (130)	10% (27)	266
PID/Gender: Ind Women	42% (156)	46% (170)	11% (42)	368
PID/Gender: Rep Men	46% (136)	48% (143)	6% (18)	296
PID/Gender: Rep Women	47% (150)	44% (139)	9% (29)	318
Ideo: Liberal (1-3)	53% (368)	40% (276)	8% (53)	697
Ideo: Moderate (4)	52% (347)	41% (268)	7% (46)	662
Ideo: Conservative (5-7)	46% (308)	48% (320)	5% (35)	663
Educ: < College	50% (713)	42% (604)	8% (121)	1438
Educ: Bachelors degree	50% (241)	44% (214)	6% (30)	484
Educ: Post-grad	50% (140)	43% (121)	6% (18)	278
Income: Under 50k	47% (562)	43% (512)	10% (115)	1189
Income: 50k-100k	52% (337)	42% (275)	6% (42)	654
Income: 100k+	55% (195)	42% (152)	3% (11)	358
Ethnicity: White	50% (855)	42% (720)	7% (124)	1698
Ethnicity: Hispanic	47% (180)	41% (156)	11% (43)	379
Ethnicity: Black	56% (157)	37% (105)	7% (20)	283

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

Television

Demographic	Avid fan	Casual fan	Not a fan at all	Total N
Adults	50% (1094)	43% (939)	8% (168)	2201
Ethnicity: Other	37% (82)	51% (113)	11% (25)	220
All Christian	52% (513)	42% (408)	6% (57)	977
All Non-Christian	56% (132)	37% (87)	6% (15)	235
Atheist	31% (28)	49% (44)	20% (18)	91
Agnostic/Nothing in particular	42% (229)	48% (262)	10% (52)	544
Something Else	54% (191)	39% (138)	7% (25)	354
Religious Non-Protestant/Catholic	56% (143)	38% (96)	6% (15)	254
Evangelical	52% (283)	41% (227)	7% (40)	550
Non-Evangelical	54% (401)	41% (305)	6% (42)	747
Community: Urban	52% (365)	40% (283)	8% (53)	702
Community: Suburban	48% (457)	45% (430)	7% (72)	958
Community: Rural	50% (272)	42% (225)	8% (43)	541
Employ: Private Sector	53% (401)	40% (299)	7% (55)	755
Employ: Government	46% (71)	46% (72)	8% (12)	154
Employ: Self-Employed	50% (84)	39% (65)	10% (18)	167
Employ: Homemaker	43% (62)	49% (72)	8% (12)	146
Employ: Student	36% (28)	56% (43)	8% (6)	77
Employ: Retired	49% (257)	46% (241)	4% (23)	521
Employ: Unemployed	48% (116)	39% (93)	13% (32)	241
Employ: Other	54% (74)	38% (53)	8% (12)	139
Military HH: Yes	57% (148)	37% (95)	6% (15)	259
Military HH: No	49% (946)	43% (843)	8% (153)	1942
2022 House Vote: Democrat	57% (543)	38% (360)	5% (45)	949
2022 House Vote: Republican	48% (283)	47% (278)	6% (35)	596
2022 House Vote: Someone else	43% (26)	47% (28)	10% (6)	60
2022 House Vote: Didn't Vote	40% (242)	46% (274)	14% (82)	597
2020 Vote: Joe Biden	58% (554)	38% (370)	4% (39)	963
2020 Vote: Donald Trump	47% (314)	46% (306)	7% (44)	663
2020 Vote: Other	40% (25)	45% (29)	15% (10)	64
2020 Vote: Didn't Vote	39% (201)	46% (234)	15% (76)	511

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

Television

Demographic	Avid fan	Casual fan	Not a fan at all	Total N
Adults	50% (1094)	43% (939)	8% (168)	2201
2018 House Vote: Democrat	57% (449)	39% (313)	4% (33)	795
2018 House Vote: Republican	48% (264)	46% (255)	6% (32)	551
2018 House Vote: Someone else	45% (26)	48% (27)	6% (4)	57
2018 House Vote: Didnt Vote	44% (355)	43% (344)	13% (100)	799
4-Region: Northeast	55% (212)	37% (141)	8% (33)	386
4-Region: Midwest	51% (233)	42% (190)	7% (32)	455
4-Region: South	48% (406)	43% (364)	8% (69)	839
4-Region: West	47% (244)	47% (243)	7% (35)	521
Film Fan	52% (1010)	44% (840)	4% (79)	1928
Avid Film Fan	75% (570)	22% (170)	3% (22)	763
Went to Theaters 1+ Times in Past Month	57% (517)	37% (335)	5% (49)	901
Went to Theaters 3+ Times in Past Month	60% (215)	35% (123)	5% (19)	356
Went to Theaters Once/Month or more in Past Year	60% (254)	34% (144)	6% (26)	425
Went to Theaters Once Every 2 Months or less in Past Year	48% (803)	44% (739)	7% (121)	1663

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

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

Video games

Demographic	Avid fan	Casual fan	Not a fan at all	Total N
Adults	27% (601)	39% (857)	34% (743)	2201
Gender: Male	38% (405)	35% (373)	27% (293)	1071
Gender: Female	17% (195)	43% (483)	40% (448)	1127
Age: 18-34	47% (299)	36% (227)	17% (105)	631
Age: 35-44	35% (132)	44% (163)	21% (77)	372
Age: 45-64	20% (139)	45% (323)	35% (249)	711
Age: 65+	6% (30)	30% (145)	64% (312)	487
GenZers: 1997-2012	43% (113)	45% (117)	12% (32)	262
Millennials: 1981-1996	45% (303)	35% (234)	20% (138)	675
GenXers: 1965-1980	23% (131)	48% (268)	29% (162)	561
Baby Boomers: 1946-1964	8% (51)	35% (227)	57% (362)	640
PID: Dem (no lean)	34% (327)	37% (352)	28% (270)	949
PID: Ind (no lean)	23% (147)	42% (267)	35% (224)	638
PID: Rep (no lean)	21% (127)	39% (238)	41% (249)	614
PID/Gender: Dem Men	46% (236)	33% (167)	21% (105)	508
PID/Gender: Dem Women	21% (91)	42% (185)	37% (165)	440
PID/Gender: Ind Men	33% (88)	37% (99)	30% (79)	266
PID/Gender: Ind Women	16% (59)	45% (167)	39% (142)	368
PID/Gender: Rep Men	27% (81)	36% (107)	37% (108)	296
PID/Gender: Rep Women	14% (46)	41% (131)	44% (141)	318
Ideo: Liberal (1-3)	33% (227)	40% (282)	27% (188)	697
Ideo: Moderate (4)	28% (188)	36% (237)	36% (237)	662
Ideo: Conservative (5-7)	22% (143)	39% (260)	39% (260)	663
Educ: < College	28% (397)	40% (582)	32% (459)	1438
Educ: Bachelors degree	22% (105)	38% (184)	41% (196)	484
Educ: Post-grad	36% (99)	33% (91)	32% (88)	278
Income: Under 50k	24% (288)	41% (484)	35% (418)	1189
Income: 50k-100k	27% (177)	38% (251)	35% (227)	654
Income: 100k+	38% (137)	34% (123)	27% (98)	358
Ethnicity: White	26% (443)	38% (646)	36% (610)	1698
Ethnicity: Hispanic	37% (141)	36% (135)	27% (103)	379
Ethnicity: Black	39% (110)	37% (106)	24% (67)	283

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

Demographic	Avid fan	Casual fan	Not a fan at all	Total N
Adults	27% (601)	39% (857)	34% (743)	2201
Ethnicity: Other	22% (48)	48% (105)	30% (66)	220
All Christian	23% (224)	38% (370)	39% (383)	977
All Non-Christian	47% (111)	33% (78)	19% (46)	235
Atheist	37% (34)	39% (35)	24% (22)	91
Agnostic/Nothing in particular	25% (136)	39% (214)	36% (193)	544
Something Else	27% (95)	45% (160)	28% (99)	354
Religious Non-Protestant/Catholic	45% (114)	33% (84)	22% (56)	254
Evangelical	26% (142)	40% (218)	35% (190)	550
Non-Evangelical	23% (172)	40% (299)	37% (277)	747
Community: Urban	40% (283)	34% (241)	25% (179)	702
Community: Suburban	21% (205)	40% (380)	39% (374)	958
Community: Rural	21% (113)	44% (237)	35% (191)	541
Employ: Private Sector	34% (255)	41% (308)	25% (192)	755
Employ: Government	43% (66)	39% (60)	18% (28)	154
Employ: Self-Employed	42% (70)	32% (53)	26% (44)	167
Employ: Homemaker	23% (34)	47% (68)	30% (44)	146
Employ: Student	46% (35)	36% (27)	19% (14)	77
Employ: Retired	9% (48)	32% (164)	59% (309)	521
Employ: Unemployed	28% (67)	39% (95)	33% (80)	241
Employ: Other	19% (26)	58% (81)	23% (32)	139
Military HH: Yes	27% (70)	38% (98)	35% (91)	259
Military HH: No	27% (531)	39% (759)	34% (653)	1942
2022 House Vote: Democrat	33% (312)	36% (342)	31% (295)	949
2022 House Vote: Republican	20% (121)	36% (212)	44% (262)	596
2022 House Vote: Someone else	25% (15)	39% (23)	35% (21)	60
2022 House Vote: Didn't Vote	26% (153)	47% (279)	28% (165)	597
2020 Vote: Joe Biden	32% (306)	35% (339)	33% (318)	963
2020 Vote: Donald Trump	20% (134)	39% (258)	41% (271)	663
2020 Vote: Other	37% (24)	25% (16)	37% (24)	64
2020 Vote: Didn't Vote	27% (137)	48% (244)	25% (130)	511

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

Video games

Demographic	Avid fan	Casual fan	Not a fan at all	Total N
Adults	27% (601)	39% (857)	34% (743)	2201
2018 House Vote: Democrat	32% (252)	37% (291)	32% (252)	795
2018 House Vote: Republican	19% (104)	36% (200)	45% (246)	551
2018 House Vote: Someone else	32% (18)	34% (20)	34% (19)	57
2018 House Vote: Didnt Vote	28% (226)	43% (347)	28% (226)	799
4-Region: Northeast	31% (119)	38% (147)	31% (119)	386
4-Region: Midwest	23% (105)	41% (185)	36% (165)	455
4-Region: South	26% (218)	40% (334)	34% (287)	839
4-Region: West	30% (159)	37% (191)	33% (171)	521
Film Fan	30% (578)	41% (784)	29% (567)	1928
Avid Film Fan	43% (327)	36% (276)	21% (160)	763
Went to Theaters 1+ Times in Past Month	44% (397)	37% (331)	19% (174)	901
Went to Theaters 3+ Times in Past Month	56% (200)	34% (120)	10% (36)	356
Went to Theaters Once/Month or more in Past Year	51% (216)	36% (152)	13% (57)	425
Went to Theaters Once Every 2 Months or less in Past Year	22% (369)	40% (661)	38% (633)	1663

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

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

Demographic	1-2 times	3-4 times	5-9 times	10 or more times	I did not go to a movie theater in the past month	Total N
Adults	25% (545)	10% (227)	4% (95)	2% (34)	59% (1300)	2201
Gender: Male	28% (294)	15% (163)	7% (78)	2% (25)	48% (511)	1071
Gender: Female	22% (250)	6% (64)	2% (17)	1% (9)	70% (786)	1127
Age: 18-34	30% (187)	15% (93)	9% (54)	3% (17)	44% (280)	631
Age: 35-44	26% (98)	20% (76)	7% (24)	2% (7)	45% (166)	372
Age: 45-64	24% (174)	7% (47)	2% (16)	1% (8)	66% (466)	711
Age: 65+	18% (87)	2% (12)	— (1)	— (1)	79% (387)	487
GenZers: 1997-2012	32% (84)	14% (36)	6% (16)	5% (12)	44% (115)	262
Millennials: 1981-1996	27% (184)	19% (126)	9% (59)	2% (13)	44% (294)	675
GenXers: 1965-1980	25% (140)	8% (45)	3% (18)	1% (7)	63% (351)	561
Baby Boomers: 1946-1964	21% (131)	3% (18)	— (3)	— (1)	76% (486)	640
PID: Dem (no lean)	25% (240)	17% (163)	7% (62)	2% (17)	49% (467)	949
PID: Ind (no lean)	25% (160)	4% (27)	1% (9)	2% (11)	67% (430)	638
PID: Rep (no lean)	24% (145)	6% (37)	4% (24)	1% (6)	65% (402)	614
PID/Gender: Dem Men	28% (140)	25% (126)	11% (55)	2% (12)	34% (174)	508
PID/Gender: Dem Women	23% (100)	8% (37)	2% (7)	1% (4)	66% (293)	440
PID/Gender: Ind Men	28% (74)	5% (12)	2% (6)	3% (9)	62% (165)	266
PID/Gender: Ind Women	23% (86)	4% (15)	1% (3)	— (2)	71% (263)	368
PID/Gender: Rep Men	27% (81)	8% (24)	6% (16)	1% (3)	58% (172)	296
PID/Gender: Rep Women	20% (64)	4% (13)	2% (8)	1% (3)	72% (230)	318
Ideo: Liberal (1-3)	25% (174)	14% (96)	6% (40)	2% (17)	53% (371)	697
Ideo: Moderate (4)	27% (182)	8% (55)	4% (23)	1% (6)	60% (397)	662
Ideo: Conservative (5-7)	24% (157)	10% (68)	5% (32)	1% (8)	60% (398)	663
Educ: < College	23% (333)	7% (107)	3% (44)	1% (18)	65% (936)	1438
Educ: Bachelors degree	32% (153)	9% (43)	5% (24)	1% (6)	53% (257)	484
Educ: Post-grad	21% (59)	28% (77)	10% (27)	3% (9)	38% (106)	278
Income: Under 50k	22% (264)	6% (67)	2% (28)	1% (16)	68% (814)	1189
Income: 50k-100k	28% (183)	10% (67)	6% (40)	1% (8)	54% (356)	654
Income: 100k+	27% (98)	26% (93)	8% (28)	3% (9)	36% (130)	358
Ethnicity: White	24% (412)	10% (170)	4% (70)	2% (26)	60% (1020)	1698

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

Demographic	1-2 times		3-4 times		5-9 times		10 or more times		I did not go to a movie theater in the past month		Total N
Adults	25%	(545)	10%	(227)	4%	(95)	2%	(34)	59%	(1300)	2201
Ethnicity: Hispanic	28%	(105)	14%	(53)	4%	(15)	3%	(12)	51%	(194)	379
Ethnicity: Black	24%	(67)	15%	(41)	6%	(18)	—	(1)	55%	(155)	283
Ethnicity: Other	30%	(66)	7%	(16)	3%	(7)	3%	(6)	57%	(124)	220
All Christian	24%	(231)	9%	(90)	2%	(19)	2%	(16)	64%	(622)	977
All Non-Christian	17%	(39)	36%	(83)	20%	(48)	4%	(10)	23%	(54)	235
Atheist	40%	(36)	9%	(8)	2%	(2)	—	(0)	49%	(45)	91
Agnostic/Nothing in particular	27%	(148)	4%	(22)	4%	(19)	—	(2)	65%	(352)	544
Something Else	26%	(91)	7%	(24)	2%	(7)	1%	(5)	64%	(227)	354
Religious Non-Protestant/Catholic	18%	(45)	34%	(87)	19%	(48)	4%	(10)	25%	(65)	254
Evangelical	23%	(125)	11%	(62)	3%	(15)	2%	(12)	61%	(337)	550
Non-Evangelical	25%	(189)	6%	(46)	2%	(12)	1%	(8)	66%	(493)	747
Community: Urban	25%	(173)	20%	(141)	10%	(68)	3%	(19)	43%	(302)	702
Community: Suburban	29%	(274)	6%	(56)	2%	(21)	1%	(8)	63%	(600)	958
Community: Rural	18%	(99)	6%	(31)	1%	(6)	1%	(8)	73%	(397)	541
Employ: Private Sector	32%	(243)	14%	(107)	7%	(55)	3%	(22)	43%	(327)	755
Employ: Government	24%	(38)	23%	(36)	12%	(18)	1%	(1)	40%	(62)	154
Employ: Self-Employed	31%	(52)	16%	(26)	6%	(10)	3%	(5)	44%	(74)	167
Employ: Homemaker	19%	(28)	6%	(8)	—	(0)	1%	(1)	74%	(108)	146
Employ: Student	35%	(27)	22%	(17)	3%	(2)	—	(0)	41%	(31)	77
Employ: Retired	18%	(96)	2%	(13)	—	(2)	—	(1)	78%	(409)	521
Employ: Unemployed	15%	(37)	6%	(15)	2%	(5)	1%	(3)	75%	(182)	241
Employ: Other	18%	(24)	4%	(5)	2%	(2)	1%	(1)	76%	(106)	139
Military HH: Yes	23%	(59)	10%	(26)	3%	(8)	4%	(11)	60%	(155)	259
Military HH: No	25%	(486)	10%	(201)	4%	(87)	1%	(23)	59%	(1145)	1942
2022 House Vote: Democrat	27%	(256)	15%	(146)	5%	(52)	2%	(20)	50%	(474)	949
2022 House Vote: Republican	25%	(152)	5%	(28)	3%	(19)	2%	(9)	65%	(388)	596
2022 House Vote: Someone else	25%	(15)	5%	(3)	—	(0)	—	(0)	69%	(41)	60
2022 House Vote: Didnt Vote	20%	(122)	8%	(50)	4%	(24)	1%	(4)	66%	(397)	597

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

Demographic	1-2 times		3-4 times		5-9 times		10 or more times		I did not go to a movie theater in the past month	Total N	
Adults	25%	(545)	10%	(227)	4%	(95)	2%	(34)	59%	(1300)	2201
2020 Vote: Joe Biden	27%	(256)	15%	(145)	5%	(47)	1%	(13)	52%	(503)	963
2020 Vote: Donald Trump	23%	(154)	5%	(36)	3%	(18)	1%	(9)	67%	(446)	663
2020 Vote: Other	28%	(18)	4%	(2)	1%	(1)	4%	(2)	63%	(40)	64
2020 Vote: Didn't Vote	23%	(118)	8%	(43)	6%	(30)	2%	(10)	61%	(310)	511
2018 House Vote: Democrat	27%	(217)	15%	(119)	5%	(38)	1%	(11)	51%	(409)	795
2018 House Vote: Republican	25%	(135)	5%	(27)	3%	(18)	2%	(9)	66%	(362)	551
2018 House Vote: Someone else	26%	(15)	5%	(3)	—	(0)	2%	(1)	67%	(38)	57
2018 House Vote: Didnt Vote	22%	(178)	10%	(79)	5%	(39)	2%	(12)	61%	(491)	799
4-Region: Northeast	25%	(94)	12%	(46)	7%	(27)	1%	(4)	55%	(213)	386
4-Region: Midwest	25%	(113)	6%	(28)	3%	(16)	1%	(5)	64%	(293)	455
4-Region: South	23%	(191)	8%	(64)	3%	(29)	2%	(15)	64%	(540)	839
4-Region: West	28%	(147)	17%	(88)	4%	(23)	2%	(10)	49%	(253)	521
Film Fan	27%	(512)	11%	(216)	5%	(91)	2%	(30)	56%	(1080)	1928
Avid Film Fan	33%	(251)	16%	(122)	7%	(57)	2%	(17)	41%	(315)	763
Went to Theaters 1+ Times in Past Month	60%	(545)	25%	(227)	11%	(95)	4%	(34)	—	(0)	901
Went to Theaters 3+ Times in Past Month	—	(0)	64%	(227)	27%	(95)	10%	(34)	—	(0)	356
Went to Theaters Once/Month or more in Past Year	38%	(162)	35%	(149)	17%	(73)	5%	(20)	5%	(21)	425
Went to Theaters Once Every 2 Months or less in Past Year	22%	(372)	4%	(74)	1%	(23)	1%	(13)	71%	(1181)	1663

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1071	49%
	Gender: Female	1127	51%
	N	2197	
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	262	12%
	Millennials: 1981-1996	675	31%
	GenXers: 1965-1980	561	25%
	Baby Boomers: 1946-1964	640	29%
	N	2139	
xpid3	PID: Dem (no lean)	949	43%
	PID: Ind (no lean)	638	29%
	PID: Rep (no lean)	614	28%
	N	2201	
xpidGender	PID/Gender: Dem Men	508	23%
	PID/Gender: Dem Women	440	20%
	PID/Gender: Ind Men	266	12%
	PID/Gender: Ind Women	368	17%
	PID/Gender: Rep Men	296	13%
	PID/Gender: Rep Women	318	14%
	N	2197	
xdemIdeo3	Ideo: Liberal (1-3)	697	32%
	Ideo: Moderate (4)	662	30%
	Ideo: Conservative (5-7)	663	30%
	N	2022	
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	1189	54%
	Income: 50k-100k	654	30%
	Income: 100k+	358	16%
	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	977	44%
	All Non-Christian	235	11%
	Atheist	91	4%
	Agnostic/Nothing in particular	544	25%
	Something Else	354	16%
N	2201		
xdemReligOther	Religious Non-Protestant/Catholic	254	12%
xdemEvang	Evangelical	550	25%
	Non-Evangelical	747	34%
	N	1297	
xdemUsr	Community: Urban	702	32%
	Community: Suburban	958	44%
	Community: Rural	541	25%
	N	2201	
xdemEmploy	Employ: Private Sector	755	34%
	Employ: Government	154	7%
	Employ: Self-Employed	167	8%
	Employ: Homemaker	146	7%
	Employ: Student	77	3%
	Employ: Retired	521	24%
	Employ: Unemployed	241	11%
	Employ: Other	139	6%
N	2201		
xdemMilHH1	Military HH: Yes	259	12%
	Military HH: No	1942	88%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote22O	2022 House Vote: Democrat	949	43%
	2022 House Vote: Republican	596	27%
	2022 House Vote: Someone else	60	3%
	2022 House Vote: Didnt Vote	597	27%
	N	2201	
xsubVote20O	2020 Vote: Joe Biden	963	44%
	2020 Vote: Donald Trump	663	30%
	2020 Vote: Other	64	3%
	2020 Vote: Didn't Vote	511	23%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	795	36%
	2018 House Vote: Republican	551	25%
	2018 House Vote: Someone else	57	3%
	2018 House Vote: Didnt Vote	799	36%
	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	Film Fan	1928	88%
MCENxdem2	Avid Film Fan	763	35%
MCENxdem3	Went to Theaters 1+ Times in Past Month	901	41%
MCENxdem4	Went to Theaters 3+ Times in Past Month	356	16%
MCENxdem5	Went to Theaters Once/Month or more in Past Year	425	19%
MCENxdem6	Went to Theaters Once Every 2 Months or less in Past Year	1663	76%

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

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

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