



National Tracking Poll #190651
June 20-23, 2019

Crosstabulation Results

Methodology:

This poll was conducted from June 20-23, 2019, among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table CMT1: *About how often do you go to the movies?*

Demographic	Frequently (one or more times a month)		Occasionally (less than once a month)		Infrequently (once a year or less)		Total N
Adults	14%	(307)	40%	(889)	46%	(1003)	2200
Gender: Male	17%	(176)	42%	(448)	41%	(438)	1062
Gender: Female	12%	(131)	39%	(441)	50%	(565)	1138
Age: 18-29	20%	(103)	49%	(248)	30%	(152)	503
Age: 30-44	17%	(88)	44%	(225)	39%	(197)	510
Age: 45-54	14%	(57)	34%	(139)	52%	(209)	404
Age: 55-64	9%	(30)	36%	(125)	55%	(193)	347
Age: 65+	7%	(30)	35%	(153)	58%	(253)	436
Generation Z: 18-22	23%	(60)	50%	(131)	26%	(69)	260
Millennial: Age 23-38	17%	(96)	45%	(256)	38%	(217)	569
Generation X: Age 39-54	16%	(92)	38%	(224)	46%	(272)	588
Boomers: Age 55-73	8%	(55)	35%	(247)	57%	(401)	703
PID: Dem (no lean)	18%	(142)	43%	(348)	39%	(310)	801
PID: Ind (no lean)	13%	(92)	37%	(270)	50%	(366)	728
PID: Rep (no lean)	11%	(73)	40%	(271)	49%	(327)	671
PID/Gender: Dem Men	23%	(81)	43%	(152)	34%	(119)	352
PID/Gender: Dem Women	14%	(62)	44%	(196)	43%	(191)	449
PID/Gender: Ind Men	15%	(55)	40%	(149)	45%	(169)	372
PID/Gender: Ind Women	11%	(38)	34%	(121)	55%	(197)	355
PID/Gender: Rep Men	12%	(41)	44%	(147)	44%	(150)	338
PID/Gender: Rep Women	10%	(32)	37%	(124)	53%	(178)	334
Ideo: Liberal (1-3)	19%	(134)	45%	(315)	36%	(252)	701
Ideo: Moderate (4)	13%	(64)	40%	(197)	47%	(227)	489
Ideo: Conservative (5-7)	10%	(75)	40%	(291)	50%	(363)	729
Educ: < College	13%	(195)	38%	(578)	49%	(739)	1512
Educ: Bachelors degree	17%	(77)	45%	(198)	38%	(168)	444
Educ: Post-grad	15%	(35)	46%	(112)	39%	(96)	244

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Table CMT1: About how often do you go to the movies?

Demographic	Frequently (one or more times a month)		Occasionally (less than once a month)		Infrequently (once a year or less)		Total N
Adults	14%	(307)	40%	(889)	46%	(1003)	2200
Income: Under 50k	12%	(152)	36%	(474)	52%	(684)	1310
Income: 50k-100k	16%	(93)	46%	(273)	38%	(223)	589
Income: 100k+	21%	(63)	47%	(142)	32%	(97)	301
Ethnicity: White	12%	(214)	40%	(682)	48%	(826)	1722
Ethnicity: Hispanic	27%	(93)	43%	(151)	30%	(106)	349
Ethnicity: Afr. Am.	22%	(60)	41%	(112)	37%	(102)	274
Ethnicity: Other	16%	(33)	47%	(96)	37%	(75)	204
All Christian	13%	(123)	40%	(382)	47%	(440)	946
All Non-Christian	20%	(21)	40%	(41)	40%	(41)	103
Atheist	15%	(13)	46%	(42)	39%	(35)	90
Agnostic/Nothing in particular	14%	(150)	40%	(424)	46%	(487)	1061
Religious Non-Protestant/Catholic	18%	(25)	44%	(60)	38%	(52)	136
Evangelical	14%	(87)	39%	(240)	48%	(296)	623
Non-Evangelical	13%	(100)	41%	(317)	46%	(354)	772
Community: Urban	17%	(99)	41%	(231)	42%	(237)	567
Community: Suburban	15%	(150)	43%	(446)	42%	(439)	1035
Community: Rural	10%	(58)	35%	(213)	55%	(328)	599
Employ: Private Sector	20%	(123)	45%	(281)	35%	(219)	623
Employ: Government	16%	(22)	49%	(67)	35%	(48)	137
Employ: Self-Employed	17%	(34)	35%	(69)	48%	(95)	198
Employ: Homemaker	10%	(14)	40%	(56)	50%	(70)	140
Employ: Student	23%	(31)	58%	(76)	19%	(26)	133
Employ: Retired	6%	(28)	35%	(165)	59%	(281)	474
Employ: Unemployed	7%	(19)	36%	(93)	57%	(147)	259
Employ: Other	15%	(36)	35%	(82)	50%	(117)	235
Military HH: Yes	10%	(36)	45%	(163)	45%	(162)	361
Military HH: No	15%	(272)	39%	(726)	46%	(841)	1839
RD/WT: Right Direction	12%	(108)	38%	(330)	50%	(435)	872
RD/WT: Wrong Track	15%	(199)	42%	(559)	43%	(569)	1328
Trump Job Approve	12%	(111)	39%	(357)	49%	(456)	924
Trump Job Disapprove	16%	(184)	44%	(496)	40%	(458)	1138

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Table CMT1: About how often do you go to the movies?

Demographic	Frequently (one or more times a month)		Occasionally (less than once a month)		Infrequently (once a year or less)		Total N
Adults	14%	(307)	40%	(889)	46%	(1003)	2200
Trump Job Strongly Approve	9%	(48)	36%	(180)	55%	(277)	505
Trump Job Somewhat Approve	15%	(63)	42%	(177)	43%	(178)	419
Trump Job Somewhat Disapprove	14%	(39)	46%	(128)	40%	(112)	279
Trump Job Strongly Disapprove	17%	(146)	43%	(368)	40%	(346)	860
Favorable of Trump	11%	(101)	38%	(338)	51%	(449)	888
Unfavorable of Trump	16%	(184)	44%	(511)	40%	(458)	1153
Very Favorable of Trump	12%	(60)	36%	(183)	53%	(270)	512
Somewhat Favorable of Trump	11%	(42)	41%	(155)	48%	(179)	376
Somewhat Unfavorable of Trump	11%	(25)	51%	(116)	38%	(88)	228
Very Unfavorable of Trump	17%	(159)	43%	(396)	40%	(370)	925
#1 Issue: Economy	15%	(78)	40%	(211)	45%	(232)	522
#1 Issue: Security	10%	(45)	41%	(184)	49%	(219)	448
#1 Issue: Health Care	15%	(48)	42%	(134)	43%	(136)	318
#1 Issue: Medicare / Social Security	10%	(28)	35%	(103)	56%	(164)	295
#1 Issue: Women's Issues	18%	(34)	41%	(79)	41%	(79)	192
#1 Issue: Education	22%	(35)	52%	(83)	26%	(41)	159
#1 Issue: Energy	18%	(25)	42%	(58)	39%	(54)	136
#1 Issue: Other	11%	(15)	29%	(38)	60%	(78)	130
2018 House Vote: Democrat	18%	(138)	44%	(342)	38%	(298)	777
2018 House Vote: Republican	12%	(79)	39%	(262)	50%	(340)	680
2018 House Vote: Someone else	13%	(15)	33%	(38)	54%	(62)	115
2018 House Vote: Didnt Vote	12%	(75)	39%	(243)	49%	(301)	619
2016 Vote: Hillary Clinton	18%	(119)	43%	(292)	39%	(262)	673
2016 Vote: Donald Trump	11%	(79)	37%	(255)	51%	(352)	686
2016 Vote: Someone else	15%	(26)	42%	(75)	44%	(79)	180
2016 Vote: Didnt Vote	13%	(84)	40%	(263)	47%	(309)	655
Voted in 2014: Yes	15%	(199)	41%	(547)	45%	(605)	1351
Voted in 2014: No	13%	(109)	40%	(342)	47%	(398)	849

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Table CMT1: *About how often do you go to the movies?*

Demographic	Frequently (one or more times a month)		Occasionally (less than once a month)		Infrequently (once a year or less)		Total N
Adults	14%	(307)	40%	(889)	46%	(1003)	2200
2012 Vote: Barack Obama	17%	(138)	42%	(340)	41%	(330)	808
2012 Vote: Mitt Romney	11%	(57)	40%	(203)	49%	(246)	505
2012 Vote: Other	8%	(9)	32%	(35)	60%	(66)	110
2012 Vote: Didn't Vote	13%	(102)	40%	(309)	46%	(357)	769
4-Region: Northeast	13%	(50)	39%	(152)	49%	(192)	394
4-Region: Midwest	12%	(54)	37%	(170)	52%	(239)	462
4-Region: South	13%	(104)	40%	(332)	47%	(389)	824
4-Region: West	19%	(100)	45%	(236)	35%	(184)	520
Frequent movie goers	100%	(307)	—	(0)	—	(0)	307
Occasional movie goers	—	(0)	100%	(889)	—	(0)	889
Infrequent movie goers	—	(0)	—	(0)	100%	(1003)	1003

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

Table CMT2_1: *Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?*
Variety of seating options such as cushioned seats or recliners

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	25%	(540)	28%	(618)	32%	(701)	16%	(341)	2200
Gender: Male	26%	(281)	26%	(278)	32%	(339)	15%	(163)	1062
Gender: Female	23%	(259)	30%	(340)	32%	(361)	16%	(178)	1138
Age: 18-29	30%	(153)	29%	(146)	25%	(128)	15%	(76)	503
Age: 30-44	32%	(161)	27%	(139)	28%	(144)	13%	(65)	510
Age: 45-54	26%	(105)	26%	(105)	29%	(118)	19%	(76)	404
Age: 55-64	17%	(61)	27%	(94)	39%	(135)	16%	(57)	347
Age: 65+	14%	(59)	31%	(135)	40%	(175)	15%	(67)	436
Generation Z: 18-22	29%	(75)	32%	(83)	23%	(61)	16%	(41)	260
Millennial: Age 23-38	33%	(187)	27%	(152)	27%	(151)	14%	(79)	569
Generation X: Age 39-54	27%	(158)	26%	(155)	30%	(178)	16%	(97)	588
Boomers: Age 55-73	16%	(111)	29%	(201)	40%	(284)	15%	(107)	703
PID: Dem (no lean)	26%	(211)	30%	(238)	31%	(250)	13%	(102)	801
PID: Ind (no lean)	22%	(158)	28%	(200)	29%	(214)	21%	(154)	728
PID: Rep (no lean)	25%	(170)	27%	(180)	35%	(236)	13%	(85)	671
PID/Gender: Dem Men	28%	(100)	28%	(99)	31%	(110)	12%	(43)	352
PID/Gender: Dem Women	25%	(111)	31%	(138)	31%	(141)	13%	(60)	449
PID/Gender: Ind Men	22%	(82)	24%	(88)	33%	(124)	21%	(79)	372
PID/Gender: Ind Women	22%	(77)	32%	(113)	26%	(91)	21%	(75)	355
PID/Gender: Rep Men	29%	(99)	27%	(91)	31%	(106)	12%	(42)	338
PID/Gender: Rep Women	21%	(71)	27%	(89)	39%	(130)	13%	(43)	334
Ideo: Liberal (1-3)	28%	(194)	32%	(223)	31%	(218)	10%	(67)	701
Ideo: Moderate (4)	23%	(115)	30%	(144)	30%	(144)	17%	(85)	489
Ideo: Conservative (5-7)	22%	(163)	28%	(206)	36%	(265)	13%	(95)	729

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Table CMT2_1: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Variety of seating options such as cushioned seats or recliners

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	25%	(540)	28%	(618)	32%	(701)	16%	(341)	2200
Educ: < College	25%	(374)	26%	(395)	31%	(470)	18%	(274)	1512
Educ: Bachelors degree	27%	(119)	32%	(141)	33%	(144)	9%	(40)	444
Educ: Post-grad	19%	(47)	34%	(83)	36%	(87)	11%	(27)	244
Income: Under 50k	22%	(293)	25%	(323)	33%	(436)	20%	(258)	1310
Income: 50k-100k	26%	(152)	32%	(191)	32%	(187)	10%	(59)	589
Income: 100k+	31%	(95)	35%	(105)	26%	(78)	8%	(24)	301
Ethnicity: White	23%	(390)	29%	(500)	34%	(579)	15%	(253)	1722
Ethnicity: Hispanic	33%	(116)	25%	(87)	26%	(90)	16%	(57)	349
Ethnicity: Afr. Am.	34%	(93)	22%	(62)	25%	(69)	18%	(50)	274
Ethnicity: Other	28%	(56)	28%	(57)	26%	(52)	19%	(38)	204
All Christian	22%	(209)	28%	(269)	37%	(350)	12%	(118)	946
All Non-Christian	34%	(35)	23%	(23)	31%	(32)	13%	(13)	103
Atheist	21%	(19)	37%	(33)	37%	(34)	5%	(5)	90
Agnostic/Nothing in particular	26%	(277)	28%	(293)	27%	(285)	19%	(206)	1061
Religious Non-Protestant/Catholic	29%	(39)	26%	(35)	33%	(45)	12%	(17)	136
Evangelical	24%	(152)	26%	(163)	30%	(187)	19%	(121)	623
Non-Evangelical	24%	(186)	29%	(221)	34%	(266)	13%	(99)	772
Community: Urban	26%	(148)	27%	(153)	31%	(178)	15%	(87)	567
Community: Suburban	25%	(257)	32%	(326)	30%	(307)	14%	(144)	1035
Community: Rural	22%	(134)	23%	(140)	36%	(215)	18%	(110)	599
Employ: Private Sector	30%	(186)	32%	(201)	29%	(183)	9%	(53)	623
Employ: Government	28%	(38)	35%	(48)	29%	(40)	8%	(11)	137
Employ: Self-Employed	30%	(59)	25%	(49)	27%	(53)	19%	(37)	198
Employ: Homemaker	22%	(31)	23%	(33)	39%	(55)	15%	(21)	140
Employ: Student	31%	(41)	35%	(47)	24%	(31)	10%	(14)	133
Employ: Retired	15%	(70)	29%	(138)	39%	(187)	17%	(79)	474
Employ: Unemployed	22%	(58)	19%	(48)	33%	(86)	26%	(66)	259
Employ: Other	24%	(56)	23%	(54)	28%	(65)	25%	(60)	235

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Table CMT2_1: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Variety of seating options such as cushioned seats or recliners

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	25%	(540)	28%	(618)	32%	(701)	16%	(341)	2200
Military HH: Yes	23%	(82)	26%	(93)	37%	(133)	15%	(53)	361
Military HH: No	25%	(457)	29%	(526)	31%	(568)	16%	(288)	1839
RD/WT: Right Direction	25%	(215)	27%	(237)	33%	(289)	15%	(131)	872
RD/WT: Wrong Track	24%	(325)	29%	(381)	31%	(412)	16%	(210)	1328
Trump Job Approve	26%	(236)	28%	(255)	33%	(309)	13%	(124)	924
Trump Job Disapprove	24%	(279)	30%	(341)	32%	(363)	14%	(156)	1138
Trump Job Strongly Approve	24%	(119)	25%	(125)	37%	(188)	14%	(72)	505
Trump Job Somewhat Approve	28%	(117)	31%	(129)	29%	(121)	12%	(52)	419
Trump Job Somewhat Disapprove	23%	(65)	32%	(88)	33%	(92)	12%	(34)	279
Trump Job Strongly Disapprove	25%	(214)	29%	(253)	31%	(270)	14%	(122)	860
Favorable of Trump	24%	(217)	28%	(245)	34%	(303)	14%	(123)	888
Unfavorable of Trump	25%	(285)	30%	(349)	32%	(372)	13%	(146)	1153
Very Favorable of Trump	24%	(123)	26%	(133)	35%	(179)	15%	(77)	512
Somewhat Favorable of Trump	25%	(94)	30%	(112)	33%	(124)	12%	(46)	376
Somewhat Unfavorable of Trump	22%	(51)	30%	(69)	35%	(81)	12%	(27)	228
Very Unfavorable of Trump	25%	(234)	30%	(280)	32%	(292)	13%	(119)	925
#1 Issue: Economy	28%	(147)	27%	(142)	28%	(145)	17%	(88)	522
#1 Issue: Security	25%	(110)	26%	(118)	37%	(164)	12%	(56)	448
#1 Issue: Health Care	24%	(77)	28%	(89)	38%	(121)	10%	(31)	318
#1 Issue: Medicare / Social Security	19%	(55)	31%	(90)	32%	(95)	19%	(55)	295
#1 Issue: Women's Issues	28%	(53)	30%	(58)	29%	(55)	13%	(25)	192
#1 Issue: Education	33%	(52)	30%	(47)	24%	(38)	13%	(21)	159
#1 Issue: Energy	22%	(31)	30%	(41)	35%	(47)	13%	(17)	136
#1 Issue: Other	12%	(15)	25%	(33)	27%	(35)	36%	(47)	130
2018 House Vote: Democrat	27%	(212)	30%	(233)	30%	(235)	12%	(97)	777
2018 House Vote: Republican	22%	(149)	28%	(192)	37%	(252)	13%	(88)	680
2018 House Vote: Someone else	20%	(23)	23%	(26)	33%	(38)	23%	(27)	115
2018 House Vote: Didnt Vote	25%	(155)	27%	(164)	28%	(172)	21%	(127)	619

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Table CMT2_1: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Variety of seating options such as cushioned seats or recliners

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	25%	(540)	28%	(618)	32%	(701)	16%	(341)	2200
2016 Vote: Hillary Clinton	27%	(185)	28%	(187)	33%	(220)	12%	(81)	673
2016 Vote: Donald Trump	22%	(154)	28%	(192)	37%	(255)	12%	(84)	686
2016 Vote: Someone else	24%	(43)	34%	(62)	25%	(44)	17%	(31)	180
2016 Vote: Didnt Vote	24%	(157)	27%	(175)	27%	(180)	22%	(144)	655
Voted in 2014: Yes	24%	(318)	29%	(390)	34%	(462)	13%	(180)	1351
Voted in 2014: No	26%	(221)	27%	(228)	28%	(239)	19%	(161)	849
2012 Vote: Barack Obama	27%	(216)	28%	(225)	32%	(261)	13%	(105)	808
2012 Vote: Mitt Romney	22%	(111)	30%	(151)	37%	(187)	11%	(56)	505
2012 Vote: Other	19%	(21)	32%	(35)	33%	(36)	16%	(18)	110
2012 Vote: Didn't Vote	25%	(190)	27%	(206)	28%	(215)	21%	(158)	769
4-Region: Northeast	23%	(90)	24%	(93)	40%	(157)	13%	(53)	394
4-Region: Midwest	23%	(106)	28%	(130)	34%	(157)	15%	(68)	462
4-Region: South	24%	(201)	28%	(227)	30%	(251)	18%	(146)	824
4-Region: West	27%	(143)	32%	(168)	26%	(136)	14%	(74)	520
Frequent movie goers	42%	(129)	35%	(109)	15%	(47)	7%	(23)	307
Occasional movie goers	32%	(283)	34%	(307)	26%	(234)	7%	(65)	889
Infrequent movie goers	13%	(128)	20%	(203)	42%	(419)	25%	(253)	1003

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

Table CMT2_2: *Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?*
Premium screen formats such as IMAX or 3D

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	20%	(437)	22%	(493)	40%	(871)	18%	(398)	2200
Gender: Male	24%	(254)	22%	(235)	37%	(395)	17%	(179)	1062
Gender: Female	16%	(184)	23%	(258)	42%	(477)	19%	(220)	1138
Age: 18-29	30%	(151)	21%	(105)	33%	(166)	16%	(81)	503
Age: 30-44	26%	(134)	22%	(113)	35%	(181)	16%	(82)	510
Age: 45-54	17%	(67)	26%	(104)	38%	(154)	20%	(79)	404
Age: 55-64	12%	(42)	22%	(77)	44%	(152)	22%	(76)	347
Age: 65+	10%	(43)	22%	(95)	50%	(219)	18%	(80)	436
Generation Z: 18-22	30%	(78)	20%	(51)	34%	(87)	17%	(43)	260
Millennial: Age 23-38	30%	(168)	22%	(126)	33%	(186)	16%	(89)	569
Generation X: Age 39-54	18%	(106)	25%	(145)	39%	(227)	19%	(110)	588
Boomers: Age 55-73	11%	(79)	21%	(147)	49%	(344)	19%	(134)	703
PID: Dem (no lean)	22%	(180)	23%	(186)	40%	(317)	15%	(118)	801
PID: Ind (no lean)	19%	(138)	21%	(150)	36%	(265)	24%	(175)	728
PID: Rep (no lean)	18%	(120)	23%	(157)	43%	(289)	16%	(105)	671
PID/Gender: Dem Men	27%	(95)	24%	(83)	37%	(130)	12%	(44)	352
PID/Gender: Dem Women	19%	(84)	23%	(103)	42%	(187)	17%	(75)	449
PID/Gender: Ind Men	22%	(82)	17%	(64)	39%	(144)	22%	(83)	372
PID/Gender: Ind Women	16%	(56)	24%	(86)	34%	(121)	26%	(92)	355
PID/Gender: Rep Men	23%	(76)	26%	(88)	36%	(121)	15%	(52)	338
PID/Gender: Rep Women	13%	(44)	21%	(69)	50%	(168)	16%	(53)	334
Ideo: Liberal (1-3)	20%	(142)	26%	(183)	39%	(275)	14%	(101)	701
Ideo: Moderate (4)	23%	(112)	20%	(99)	38%	(188)	18%	(89)	489
Ideo: Conservative (5-7)	17%	(124)	24%	(176)	44%	(323)	14%	(105)	729

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Table CMT2_2: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Premium screen formats such as IMAX or 3D

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	20%	(437)	22%	(493)	40%	(871)	18%	(398)	2200
Educ: < College	20%	(309)	22%	(332)	37%	(555)	21%	(317)	1512
Educ: Bachelors degree	19%	(85)	23%	(103)	46%	(205)	12%	(51)	444
Educ: Post-grad	18%	(44)	24%	(59)	46%	(112)	12%	(30)	244
Income: Under 50k	19%	(249)	21%	(273)	37%	(486)	23%	(301)	1310
Income: 50k-100k	19%	(113)	24%	(142)	45%	(263)	12%	(71)	589
Income: 100k+	25%	(75)	26%	(78)	40%	(122)	9%	(27)	301
Ethnicity: White	17%	(300)	22%	(385)	43%	(739)	17%	(298)	1722
Ethnicity: Hispanic	28%	(98)	20%	(69)	34%	(119)	18%	(63)	349
Ethnicity: Afr. Am.	29%	(79)	23%	(64)	26%	(71)	22%	(60)	274
Ethnicity: Other	28%	(57)	22%	(44)	30%	(62)	20%	(41)	204
All Christian	17%	(165)	22%	(209)	45%	(427)	15%	(145)	946
All Non-Christian	24%	(25)	21%	(21)	34%	(35)	21%	(22)	103
Atheist	22%	(20)	20%	(18)	49%	(44)	9%	(8)	90
Agnostic/Nothing in particular	21%	(228)	23%	(245)	34%	(365)	21%	(224)	1061
Religious Non-Protestant/Catholic	23%	(31)	22%	(30)	35%	(48)	20%	(28)	136
Evangelical	20%	(127)	24%	(152)	35%	(215)	21%	(129)	623
Non-Evangelical	19%	(150)	20%	(153)	45%	(350)	15%	(119)	772
Community: Urban	22%	(124)	21%	(118)	38%	(217)	19%	(108)	567
Community: Suburban	20%	(209)	25%	(257)	40%	(412)	15%	(156)	1035
Community: Rural	17%	(104)	20%	(118)	41%	(243)	22%	(134)	599
Employ: Private Sector	24%	(148)	28%	(175)	37%	(229)	11%	(71)	623
Employ: Government	24%	(33)	18%	(24)	47%	(65)	11%	(15)	137
Employ: Self-Employed	25%	(50)	20%	(40)	34%	(66)	21%	(41)	198
Employ: Homemaker	20%	(29)	20%	(29)	44%	(61)	16%	(22)	140
Employ: Student	28%	(38)	25%	(33)	36%	(48)	11%	(15)	133
Employ: Retired	10%	(46)	21%	(97)	48%	(226)	22%	(106)	474
Employ: Unemployed	19%	(50)	20%	(53)	36%	(93)	24%	(63)	259
Employ: Other	19%	(44)	18%	(42)	35%	(83)	28%	(66)	235

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Table CMT2_2: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?
 Premium screen formats such as IMAX or 3D

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	20%	(437)	22%	(493)	40%	(871)	18%	(398)	2200
Military HH: Yes	17%	(61)	20%	(71)	45%	(164)	18%	(66)	361
Military HH: No	20%	(377)	23%	(422)	38%	(707)	18%	(333)	1839
RD/WT: Right Direction	20%	(176)	21%	(187)	40%	(348)	19%	(162)	872
RD/WT: Wrong Track	20%	(261)	23%	(306)	39%	(523)	18%	(236)	1328
Trump Job Approve	20%	(183)	24%	(219)	41%	(374)	16%	(148)	924
Trump Job Disapprove	21%	(242)	23%	(258)	40%	(454)	16%	(185)	1138
Trump Job Strongly Approve	17%	(88)	20%	(98)	46%	(231)	17%	(87)	505
Trump Job Somewhat Approve	23%	(94)	29%	(120)	34%	(144)	14%	(61)	419
Trump Job Somewhat Disapprove	25%	(70)	18%	(49)	40%	(113)	17%	(46)	279
Trump Job Strongly Disapprove	20%	(171)	24%	(208)	40%	(341)	16%	(139)	860
Favorable of Trump	19%	(173)	24%	(210)	41%	(361)	16%	(144)	888
Unfavorable of Trump	20%	(234)	23%	(268)	41%	(475)	15%	(176)	1153
Very Favorable of Trump	18%	(94)	20%	(101)	44%	(223)	18%	(94)	512
Somewhat Favorable of Trump	21%	(79)	29%	(109)	37%	(138)	13%	(50)	376
Somewhat Unfavorable of Trump	20%	(45)	21%	(47)	43%	(98)	17%	(38)	228
Very Unfavorable of Trump	20%	(189)	24%	(221)	41%	(377)	15%	(138)	925
#1 Issue: Economy	24%	(124)	26%	(136)	29%	(151)	21%	(110)	522
#1 Issue: Security	18%	(82)	20%	(88)	49%	(219)	13%	(59)	448
#1 Issue: Health Care	17%	(55)	25%	(80)	45%	(144)	12%	(39)	318
#1 Issue: Medicare / Social Security	14%	(40)	24%	(71)	41%	(120)	22%	(64)	295
#1 Issue: Women's Issues	16%	(31)	19%	(37)	50%	(96)	15%	(28)	192
#1 Issue: Education	31%	(49)	18%	(29)	33%	(53)	18%	(28)	159
#1 Issue: Energy	26%	(36)	25%	(34)	34%	(46)	15%	(20)	136
#1 Issue: Other	15%	(19)	14%	(19)	33%	(42)	38%	(50)	130
2018 House Vote: Democrat	21%	(167)	24%	(187)	40%	(313)	14%	(110)	777
2018 House Vote: Republican	17%	(113)	23%	(155)	45%	(309)	15%	(103)	680
2018 House Vote: Someone else	13%	(15)	17%	(20)	40%	(46)	29%	(34)	115
2018 House Vote: Didnt Vote	23%	(141)	21%	(130)	32%	(200)	24%	(147)	619

Continued on next page

Table CMT2_2: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Premium screen formats such as IMAX or 3D

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	20%	(437)	22%	(493)	40%	(871)	18%	(398)	2200
2016 Vote: Hillary Clinton	22%	(145)	23%	(155)	41%	(273)	15%	(99)	673
2016 Vote: Donald Trump	16%	(110)	23%	(160)	46%	(314)	15%	(102)	686
2016 Vote: Someone else	18%	(32)	27%	(49)	36%	(65)	19%	(34)	180
2016 Vote: Didnt Vote	23%	(149)	20%	(129)	33%	(215)	25%	(162)	655
Voted in 2014: Yes	18%	(247)	23%	(313)	43%	(580)	16%	(210)	1351
Voted in 2014: No	22%	(190)	21%	(180)	34%	(291)	22%	(188)	849
2012 Vote: Barack Obama	20%	(161)	24%	(198)	41%	(327)	15%	(122)	808
2012 Vote: Mitt Romney	16%	(81)	22%	(110)	48%	(243)	14%	(72)	505
2012 Vote: Other	17%	(19)	25%	(27)	38%	(41)	20%	(22)	110
2012 Vote: Didn't Vote	23%	(175)	20%	(156)	34%	(258)	23%	(180)	769
4-Region: Northeast	15%	(61)	20%	(80)	47%	(185)	17%	(67)	394
4-Region: Midwest	19%	(87)	20%	(94)	42%	(194)	19%	(88)	462
4-Region: South	21%	(174)	22%	(182)	38%	(316)	19%	(153)	824
4-Region: West	22%	(116)	26%	(137)	34%	(176)	17%	(91)	520
Frequent movie goers	37%	(114)	29%	(89)	24%	(73)	10%	(31)	307
Occasional movie goers	23%	(205)	29%	(256)	38%	(337)	10%	(91)	889
Infrequent movie goers	12%	(118)	15%	(148)	46%	(462)	27%	(276)	1003

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

Table CMT2_3: *Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?*
Premium sound options such as Dolby Digital

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	20%	(448)	25%	(539)	37%	(811)	18%	(402)	2200
Gender: Male	25%	(266)	24%	(251)	35%	(368)	17%	(177)	1062
Gender: Female	16%	(182)	25%	(288)	39%	(443)	20%	(225)	1138
Age: 18-29	24%	(120)	21%	(104)	35%	(178)	20%	(101)	503
Age: 30-44	27%	(139)	25%	(125)	36%	(182)	13%	(64)	510
Age: 45-54	20%	(81)	31%	(125)	30%	(123)	19%	(76)	404
Age: 55-64	17%	(60)	24%	(85)	37%	(129)	21%	(74)	347
Age: 65+	11%	(48)	23%	(101)	46%	(199)	20%	(88)	436
Generation Z: 18-22	23%	(60)	19%	(49)	37%	(96)	21%	(54)	260
Millennial: Age 23-38	27%	(151)	23%	(133)	34%	(194)	16%	(91)	569
Generation X: Age 39-54	22%	(128)	29%	(172)	33%	(193)	16%	(95)	588
Boomers: Age 55-73	15%	(106)	23%	(160)	43%	(300)	19%	(136)	703
PID: Dem (no lean)	21%	(169)	25%	(203)	38%	(301)	16%	(129)	801
PID: Ind (no lean)	18%	(131)	22%	(160)	36%	(258)	24%	(178)	728
PID: Rep (no lean)	22%	(148)	26%	(176)	38%	(252)	14%	(95)	671
PID/Gender: Dem Men	26%	(93)	26%	(91)	34%	(121)	13%	(47)	352
PID/Gender: Dem Women	17%	(76)	25%	(112)	40%	(180)	18%	(82)	449
PID/Gender: Ind Men	21%	(77)	18%	(66)	39%	(143)	23%	(86)	372
PID/Gender: Ind Women	15%	(54)	27%	(94)	32%	(115)	26%	(92)	355
PID/Gender: Rep Men	28%	(96)	28%	(94)	31%	(103)	13%	(44)	338
PID/Gender: Rep Women	16%	(53)	25%	(82)	45%	(149)	15%	(50)	334
Ideo: Liberal (1-3)	21%	(144)	27%	(188)	39%	(273)	14%	(96)	701
Ideo: Moderate (4)	24%	(118)	24%	(116)	33%	(162)	19%	(93)	489
Ideo: Conservative (5-7)	17%	(124)	28%	(204)	41%	(296)	14%	(105)	729

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Table CMT2_3: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Premium sound options such as Dolby Digital

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	20%	(448)	25%	(539)	37%	(811)	18%	(402)	2200
Educ: < College	21%	(317)	22%	(336)	36%	(540)	21%	(319)	1512
Educ: Bachelors degree	20%	(87)	30%	(133)	40%	(176)	11%	(48)	444
Educ: Post-grad	18%	(44)	29%	(70)	39%	(96)	14%	(35)	244
Income: Under 50k	20%	(260)	21%	(279)	36%	(468)	23%	(302)	1310
Income: 50k-100k	20%	(116)	28%	(162)	40%	(236)	13%	(75)	589
Income: 100k+	24%	(72)	32%	(98)	36%	(107)	8%	(25)	301
Ethnicity: White	19%	(329)	25%	(438)	39%	(666)	17%	(289)	1722
Ethnicity: Hispanic	28%	(99)	23%	(79)	32%	(111)	17%	(61)	349
Ethnicity: Afr. Am.	28%	(76)	19%	(52)	28%	(76)	26%	(71)	274
Ethnicity: Other	21%	(43)	24%	(50)	34%	(69)	20%	(42)	204
All Christian	19%	(176)	27%	(257)	39%	(368)	15%	(145)	946
All Non-Christian	22%	(23)	28%	(29)	35%	(36)	14%	(15)	103
Atheist	19%	(17)	29%	(26)	46%	(41)	7%	(6)	90
Agnostic/Nothing in particular	22%	(232)	21%	(227)	34%	(366)	22%	(236)	1061
Religious Non-Protestant/Catholic	23%	(31)	32%	(43)	32%	(44)	13%	(18)	136
Evangelical	20%	(126)	25%	(159)	32%	(202)	22%	(136)	623
Non-Evangelical	20%	(153)	24%	(187)	40%	(312)	16%	(120)	772
Community: Urban	20%	(112)	24%	(137)	38%	(215)	18%	(104)	567
Community: Suburban	21%	(222)	26%	(273)	36%	(370)	16%	(170)	1035
Community: Rural	19%	(115)	22%	(129)	38%	(227)	21%	(128)	599
Employ: Private Sector	28%	(172)	28%	(175)	35%	(220)	9%	(56)	623
Employ: Government	23%	(32)	29%	(40)	39%	(53)	9%	(12)	137
Employ: Self-Employed	22%	(44)	25%	(50)	33%	(66)	19%	(38)	198
Employ: Homemaker	18%	(26)	25%	(36)	39%	(55)	17%	(24)	140
Employ: Student	19%	(26)	26%	(34)	42%	(56)	13%	(17)	133
Employ: Retired	11%	(50)	24%	(113)	43%	(202)	23%	(109)	474
Employ: Unemployed	20%	(51)	20%	(51)	32%	(83)	29%	(74)	259
Employ: Other	21%	(49)	17%	(39)	32%	(76)	30%	(71)	235

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Table CMT2_3: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Premium sound options such as Dolby Digital

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	20%	(448)	25%	(539)	37%	(811)	18%	(402)	2200
Military HH: Yes	19%	(68)	24%	(87)	40%	(144)	17%	(62)	361
Military HH: No	21%	(380)	25%	(452)	36%	(667)	18%	(340)	1839
RD/WT: Right Direction	23%	(199)	24%	(212)	36%	(313)	17%	(147)	872
RD/WT: Wrong Track	19%	(249)	25%	(327)	37%	(498)	19%	(255)	1328
Trump Job Approve	23%	(210)	27%	(247)	35%	(326)	15%	(140)	924
Trump Job Disapprove	20%	(226)	24%	(276)	39%	(440)	17%	(196)	1138
Trump Job Strongly Approve	21%	(106)	23%	(115)	39%	(199)	17%	(84)	505
Trump Job Somewhat Approve	25%	(104)	31%	(131)	30%	(127)	13%	(56)	419
Trump Job Somewhat Disapprove	23%	(64)	21%	(59)	41%	(115)	15%	(41)	279
Trump Job Strongly Disapprove	19%	(163)	25%	(217)	38%	(325)	18%	(155)	860
Favorable of Trump	23%	(205)	26%	(227)	36%	(319)	15%	(138)	888
Unfavorable of Trump	19%	(220)	26%	(295)	39%	(449)	16%	(189)	1153
Very Favorable of Trump	23%	(116)	23%	(117)	38%	(194)	17%	(85)	512
Somewhat Favorable of Trump	24%	(89)	29%	(109)	33%	(125)	14%	(53)	376
Somewhat Unfavorable of Trump	16%	(37)	27%	(61)	42%	(97)	15%	(34)	228
Very Unfavorable of Trump	20%	(183)	25%	(234)	38%	(352)	17%	(156)	925
#1 Issue: Economy	22%	(117)	28%	(145)	30%	(157)	20%	(103)	522
#1 Issue: Security	20%	(89)	25%	(112)	42%	(188)	13%	(59)	448
#1 Issue: Health Care	21%	(67)	25%	(80)	42%	(135)	12%	(37)	318
#1 Issue: Medicare / Social Security	16%	(47)	21%	(63)	38%	(112)	25%	(73)	295
#1 Issue: Women's Issues	18%	(35)	19%	(37)	41%	(78)	22%	(41)	192
#1 Issue: Education	27%	(43)	29%	(47)	32%	(51)	11%	(17)	159
#1 Issue: Energy	25%	(34)	26%	(35)	38%	(51)	12%	(16)	136
#1 Issue: Other	12%	(16)	16%	(21)	29%	(38)	43%	(55)	130
2018 House Vote: Democrat	21%	(165)	27%	(209)	37%	(288)	15%	(115)	777
2018 House Vote: Republican	20%	(136)	27%	(186)	39%	(263)	14%	(95)	680
2018 House Vote: Someone else	17%	(19)	13%	(15)	41%	(47)	29%	(33)	115
2018 House Vote: Didnt Vote	21%	(128)	20%	(123)	34%	(211)	25%	(156)	619

Continued on next page

Table CMT2_3: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Premium sound options such as Dolby Digital

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	20%	(448)	25%	(539)	37%	(811)	18%	(402)	2200
2016 Vote: Hillary Clinton	20%	(136)	27%	(184)	38%	(256)	14%	(98)	673
2016 Vote: Donald Trump	21%	(144)	27%	(187)	39%	(266)	13%	(89)	686
2016 Vote: Someone else	22%	(40)	24%	(42)	33%	(60)	21%	(37)	180
2016 Vote: Didnt Vote	19%	(126)	19%	(123)	35%	(229)	27%	(177)	655
Voted in 2014: Yes	20%	(269)	27%	(367)	38%	(511)	15%	(204)	1351
Voted in 2014: No	21%	(179)	20%	(172)	35%	(300)	23%	(198)	849
2012 Vote: Barack Obama	20%	(161)	27%	(221)	38%	(303)	15%	(123)	808
2012 Vote: Mitt Romney	20%	(99)	27%	(137)	41%	(205)	13%	(64)	505
2012 Vote: Other	24%	(26)	26%	(29)	30%	(33)	20%	(22)	110
2012 Vote: Didn't Vote	21%	(160)	20%	(152)	35%	(268)	25%	(189)	769
4-Region: Northeast	15%	(60)	21%	(84)	46%	(181)	17%	(68)	394
4-Region: Midwest	20%	(94)	22%	(103)	39%	(182)	18%	(84)	462
4-Region: South	20%	(164)	25%	(205)	35%	(285)	21%	(171)	824
4-Region: West	25%	(130)	28%	(148)	31%	(163)	15%	(79)	520
Frequent movie goers	39%	(121)	30%	(91)	20%	(62)	11%	(34)	307
Occasional movie goers	24%	(211)	32%	(287)	34%	(305)	10%	(87)	889
Infrequent movie goers	12%	(116)	16%	(162)	44%	(445)	28%	(281)	1003

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

Table CMT2_4: *Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?*
Variety of food options

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	9%	(206)	19%	(428)	53%	(1166)	18%	(400)	2200
Gender: Male	11%	(122)	19%	(200)	53%	(562)	17%	(178)	1062
Gender: Female	7%	(84)	20%	(228)	53%	(604)	20%	(222)	1138
Age: 18-29	19%	(93)	24%	(119)	42%	(212)	16%	(79)	503
Age: 30-44	12%	(63)	24%	(124)	49%	(248)	15%	(74)	510
Age: 45-54	6%	(24)	18%	(73)	56%	(228)	20%	(80)	404
Age: 55-64	5%	(17)	16%	(55)	55%	(191)	24%	(83)	347
Age: 65+	2%	(8)	13%	(57)	66%	(287)	19%	(84)	436
Generation Z: 18-22	21%	(56)	27%	(70)	36%	(93)	16%	(41)	260
Millennial: Age 23-38	14%	(81)	23%	(133)	47%	(270)	15%	(84)	569
Generation X: Age 39-54	7%	(44)	19%	(112)	55%	(325)	18%	(108)	588
Boomers: Age 55-73	3%	(24)	15%	(103)	62%	(434)	20%	(142)	703
PID: Dem (no lean)	11%	(91)	20%	(162)	54%	(430)	15%	(118)	801
PID: Ind (no lean)	9%	(63)	20%	(146)	48%	(351)	23%	(168)	728
PID: Rep (no lean)	8%	(51)	18%	(121)	57%	(385)	17%	(115)	671
PID/Gender: Dem Men	16%	(55)	20%	(71)	51%	(179)	13%	(46)	352
PID/Gender: Dem Women	8%	(36)	20%	(91)	56%	(251)	16%	(72)	449
PID/Gender: Ind Men	8%	(31)	17%	(64)	54%	(199)	21%	(78)	372
PID/Gender: Ind Women	9%	(32)	23%	(82)	43%	(151)	25%	(90)	355
PID/Gender: Rep Men	10%	(35)	19%	(65)	54%	(183)	16%	(54)	338
PID/Gender: Rep Women	5%	(16)	17%	(55)	60%	(202)	18%	(61)	334
Ideo: Liberal (1-3)	12%	(85)	22%	(153)	53%	(370)	13%	(93)	701
Ideo: Moderate (4)	8%	(40)	23%	(111)	52%	(256)	17%	(81)	489
Ideo: Conservative (5-7)	6%	(43)	17%	(124)	61%	(445)	16%	(117)	729

Continued on next page

Table CMT2_4: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Variety of food options

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	9%	(206)	19%	(428)	53%	(1166)	18%	(400)	2200
Educ: < College	11%	(160)	20%	(305)	48%	(724)	21%	(323)	1512
Educ: Bachelors degree	7%	(31)	19%	(83)	64%	(283)	11%	(48)	444
Educ: Post-grad	6%	(15)	17%	(40)	65%	(159)	12%	(30)	244
Income: Under 50k	10%	(128)	18%	(240)	49%	(645)	23%	(297)	1310
Income: 50k-100k	8%	(49)	20%	(115)	59%	(346)	13%	(79)	589
Income: 100k+	10%	(29)	24%	(73)	58%	(174)	8%	(24)	301
Ethnicity: White	7%	(126)	19%	(326)	56%	(969)	17%	(301)	1722
Ethnicity: Hispanic	16%	(56)	19%	(68)	49%	(170)	16%	(55)	349
Ethnicity: Afr. Am.	20%	(55)	22%	(60)	37%	(101)	21%	(57)	274
Ethnicity: Other	12%	(24)	21%	(42)	47%	(95)	21%	(43)	204
All Christian	7%	(68)	19%	(183)	57%	(542)	16%	(153)	946
All Non-Christian	14%	(14)	10%	(10)	63%	(64)	13%	(14)	103
Atheist	10%	(9)	23%	(21)	60%	(54)	6%	(5)	90
Agnostic/Nothing in particular	11%	(113)	20%	(214)	48%	(505)	22%	(228)	1061
Religious Non-Protestant/Catholic	12%	(16)	12%	(16)	61%	(84)	15%	(21)	136
Evangelical	10%	(60)	19%	(117)	49%	(303)	23%	(143)	623
Non-Evangelical	8%	(61)	19%	(144)	58%	(449)	15%	(119)	772
Community: Urban	9%	(51)	21%	(118)	54%	(305)	17%	(94)	567
Community: Suburban	10%	(106)	20%	(202)	55%	(573)	15%	(153)	1035
Community: Rural	8%	(49)	18%	(108)	48%	(288)	26%	(153)	599
Employ: Private Sector	11%	(67)	22%	(137)	56%	(349)	11%	(70)	623
Employ: Government	10%	(14)	20%	(27)	58%	(80)	12%	(16)	137
Employ: Self-Employed	14%	(27)	16%	(31)	51%	(102)	19%	(38)	198
Employ: Homemaker	10%	(14)	22%	(31)	50%	(70)	18%	(25)	140
Employ: Student	14%	(18)	30%	(40)	48%	(63)	8%	(11)	133
Employ: Retired	3%	(16)	14%	(67)	61%	(288)	22%	(104)	474
Employ: Unemployed	11%	(27)	21%	(53)	44%	(114)	25%	(65)	259
Employ: Other	9%	(22)	17%	(41)	43%	(102)	30%	(71)	235

Continued on next page

Table CMT2_4: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Variety of food options

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	9%	(206)	19%	(428)	53%	(1166)	18%	(400)	2200
Military HH: Yes	8%	(29)	18%	(66)	56%	(202)	18%	(63)	361
Military HH: No	10%	(176)	20%	(362)	52%	(964)	18%	(337)	1839
RD/WT: Right Direction	10%	(90)	17%	(151)	54%	(475)	18%	(157)	872
RD/WT: Wrong Track	9%	(116)	21%	(277)	52%	(691)	18%	(243)	1328
Trump Job Approve	9%	(80)	19%	(177)	55%	(508)	17%	(159)	924
Trump Job Disapprove	10%	(117)	20%	(227)	54%	(617)	16%	(177)	1138
Trump Job Strongly Approve	8%	(41)	15%	(75)	59%	(296)	18%	(93)	505
Trump Job Somewhat Approve	9%	(39)	24%	(103)	51%	(212)	16%	(66)	419
Trump Job Somewhat Disapprove	9%	(26)	21%	(60)	56%	(156)	14%	(38)	279
Trump Job Strongly Disapprove	11%	(92)	19%	(167)	54%	(461)	16%	(140)	860
Favorable of Trump	8%	(75)	18%	(162)	55%	(492)	18%	(159)	888
Unfavorable of Trump	9%	(107)	21%	(247)	55%	(631)	15%	(168)	1153
Very Favorable of Trump	9%	(44)	15%	(76)	57%	(292)	20%	(100)	512
Somewhat Favorable of Trump	8%	(31)	23%	(86)	53%	(200)	16%	(59)	376
Somewhat Unfavorable of Trump	7%	(17)	24%	(54)	56%	(127)	13%	(30)	228
Very Unfavorable of Trump	10%	(90)	21%	(193)	55%	(504)	15%	(138)	925
#1 Issue: Economy	10%	(52)	23%	(121)	49%	(257)	18%	(92)	522
#1 Issue: Security	8%	(36)	18%	(80)	60%	(268)	14%	(64)	448
#1 Issue: Health Care	9%	(29)	19%	(59)	58%	(183)	14%	(46)	318
#1 Issue: Medicare / Social Security	4%	(12)	15%	(45)	57%	(169)	23%	(69)	295
#1 Issue: Women's Issues	13%	(26)	24%	(46)	45%	(87)	17%	(33)	192
#1 Issue: Education	18%	(29)	21%	(33)	46%	(73)	15%	(24)	159
#1 Issue: Energy	9%	(12)	23%	(32)	51%	(69)	17%	(23)	136
#1 Issue: Other	7%	(9)	9%	(12)	45%	(58)	39%	(51)	130
2018 House Vote: Democrat	10%	(79)	20%	(158)	55%	(428)	15%	(113)	777
2018 House Vote: Republican	6%	(43)	17%	(119)	59%	(403)	17%	(115)	680
2018 House Vote: Someone else	6%	(7)	15%	(17)	54%	(62)	25%	(29)	115
2018 House Vote: Didnt Vote	12%	(73)	22%	(134)	44%	(270)	23%	(141)	619

Continued on next page

Table CMT2_4: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Variety of food options

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	9%	(206)	19%	(428)	53%	(1166)	18%	(400)	2200
2016 Vote: Hillary Clinton	10%	(64)	20%	(138)	56%	(374)	14%	(97)	673
2016 Vote: Donald Trump	6%	(43)	18%	(122)	60%	(413)	16%	(108)	686
2016 Vote: Someone else	7%	(12)	19%	(34)	52%	(93)	23%	(41)	180
2016 Vote: Didnt Vote	13%	(84)	20%	(134)	43%	(283)	24%	(154)	655
Voted in 2014: Yes	7%	(96)	19%	(262)	57%	(772)	16%	(221)	1351
Voted in 2014: No	13%	(110)	20%	(166)	46%	(394)	21%	(179)	849
2012 Vote: Barack Obama	9%	(72)	21%	(169)	55%	(447)	15%	(120)	808
2012 Vote: Mitt Romney	4%	(21)	18%	(92)	62%	(315)	15%	(76)	505
2012 Vote: Other	6%	(6)	16%	(18)	52%	(57)	26%	(29)	110
2012 Vote: Didn't Vote	14%	(106)	19%	(149)	45%	(343)	22%	(172)	769
4-Region: Northeast	7%	(28)	15%	(60)	62%	(244)	16%	(62)	394
4-Region: Midwest	10%	(47)	19%	(86)	53%	(244)	18%	(85)	462
4-Region: South	10%	(86)	20%	(163)	50%	(409)	20%	(165)	824
4-Region: West	9%	(45)	23%	(118)	52%	(269)	17%	(88)	520
Frequent movie goers	19%	(59)	28%	(87)	43%	(131)	10%	(30)	307
Occasional movie goers	12%	(107)	25%	(220)	52%	(463)	11%	(100)	889
Infrequent movie goers	4%	(39)	12%	(122)	57%	(572)	27%	(271)	1003

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

Table CMT2_5: *Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?*
Healthy food options

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(94)	12%	(254)	64%	(1406)	20%	(446)	2200
Gender: Male	6%	(64)	11%	(113)	65%	(693)	18%	(191)	1062
Gender: Female	3%	(29)	12%	(141)	63%	(713)	22%	(255)	1138
Age: 18-29	8%	(40)	16%	(82)	59%	(297)	17%	(84)	503
Age: 30-44	6%	(33)	10%	(53)	67%	(342)	16%	(82)	510
Age: 45-54	2%	(8)	10%	(41)	63%	(255)	25%	(100)	404
Age: 55-64	3%	(10)	12%	(42)	58%	(203)	27%	(93)	347
Age: 65+	1%	(3)	8%	(36)	71%	(309)	20%	(88)	436
Generation Z: 18-22	10%	(26)	17%	(45)	56%	(145)	17%	(43)	260
Millennial: Age 23-38	7%	(41)	11%	(64)	65%	(370)	17%	(94)	569
Generation X: Age 39-54	2%	(14)	11%	(67)	64%	(379)	22%	(128)	588
Boomers: Age 55-73	2%	(13)	10%	(73)	66%	(463)	22%	(155)	703
PID: Dem (no lean)	6%	(45)	13%	(102)	65%	(520)	17%	(135)	801
PID: Ind (no lean)	3%	(21)	12%	(88)	59%	(427)	26%	(191)	728
PID: Rep (no lean)	4%	(27)	10%	(65)	68%	(459)	18%	(121)	671
PID/Gender: Dem Men	8%	(29)	12%	(43)	66%	(231)	14%	(48)	352
PID/Gender: Dem Women	3%	(16)	13%	(58)	64%	(289)	19%	(86)	449
PID/Gender: Ind Men	4%	(14)	9%	(35)	64%	(237)	23%	(86)	372
PID/Gender: Ind Women	2%	(7)	15%	(53)	54%	(190)	29%	(105)	355
PID/Gender: Rep Men	6%	(21)	10%	(35)	67%	(225)	17%	(56)	338
PID/Gender: Rep Women	2%	(6)	9%	(30)	70%	(233)	19%	(64)	334
Ideo: Liberal (1-3)	7%	(46)	13%	(91)	66%	(466)	14%	(98)	701
Ideo: Moderate (4)	3%	(15)	13%	(64)	63%	(306)	21%	(103)	489
Ideo: Conservative (5-7)	3%	(22)	9%	(65)	70%	(512)	18%	(130)	729

Continued on next page

Table CMT2_5: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Healthy food options

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	4%	(94)	12%	(254)	64%	(1406)	20%	(446)	2200
Educ: < College	5%	(73)	12%	(185)	60%	(905)	23%	(349)	1512
Educ: Bachelors degree	4%	(16)	10%	(46)	71%	(316)	15%	(65)	444
Educ: Post-grad	2%	(4)	9%	(23)	76%	(185)	13%	(32)	244
Income: Under 50k	5%	(61)	11%	(142)	60%	(780)	25%	(326)	1310
Income: 50k-100k	3%	(17)	13%	(78)	69%	(409)	14%	(84)	589
Income: 100k+	5%	(15)	11%	(34)	72%	(217)	12%	(36)	301
Ethnicity: White	3%	(55)	10%	(171)	67%	(1149)	20%	(346)	1722
Ethnicity: Hispanic	9%	(33)	13%	(47)	59%	(208)	18%	(62)	349
Ethnicity: Afr. Am.	9%	(26)	18%	(48)	52%	(144)	21%	(56)	274
Ethnicity: Other	6%	(12)	17%	(35)	55%	(113)	22%	(44)	204
All Christian	4%	(35)	11%	(100)	68%	(644)	18%	(167)	946
All Non-Christian	7%	(7)	9%	(9)	65%	(67)	20%	(21)	103
Atheist	6%	(5)	12%	(10)	70%	(63)	13%	(11)	90
Agnostic/Nothing in particular	4%	(46)	13%	(135)	60%	(632)	23%	(248)	1061
Religious Non-Protestant/Catholic	5%	(7)	8%	(11)	66%	(90)	21%	(28)	136
Evangelical	5%	(28)	12%	(72)	60%	(372)	24%	(150)	623
Non-Evangelical	4%	(28)	11%	(83)	68%	(527)	17%	(134)	772
Community: Urban	5%	(30)	11%	(60)	66%	(372)	18%	(104)	567
Community: Suburban	4%	(45)	13%	(130)	65%	(670)	18%	(190)	1035
Community: Rural	3%	(18)	11%	(65)	61%	(363)	26%	(153)	599
Employ: Private Sector	5%	(29)	12%	(76)	70%	(436)	13%	(82)	623
Employ: Government	5%	(7)	9%	(12)	72%	(99)	13%	(18)	137
Employ: Self-Employed	8%	(16)	13%	(26)	58%	(115)	21%	(41)	198
Employ: Homemaker	3%	(4)	15%	(21)	63%	(88)	20%	(28)	140
Employ: Student	7%	(10)	19%	(25)	61%	(80)	13%	(17)	133
Employ: Retired	2%	(8)	10%	(45)	65%	(308)	24%	(114)	474
Employ: Unemployed	5%	(14)	10%	(25)	60%	(154)	25%	(65)	259
Employ: Other	2%	(5)	10%	(24)	53%	(126)	34%	(80)	235

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Table CMT2_5: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Healthy food options

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	4%	(94)	12%	(254)	64%	(1406)	20%	(446)	2200
Military HH: Yes	4%	(16)	10%	(35)	66%	(238)	20%	(72)	361
Military HH: No	4%	(77)	12%	(219)	64%	(1168)	20%	(374)	1839
RD/WT: Right Direction	6%	(53)	11%	(92)	63%	(551)	20%	(177)	872
RD/WT: Wrong Track	3%	(41)	12%	(162)	64%	(855)	20%	(269)	1328
Trump Job Approve	5%	(49)	11%	(104)	64%	(591)	19%	(179)	924
Trump Job Disapprove	4%	(42)	12%	(141)	66%	(755)	18%	(200)	1138
Trump Job Strongly Approve	4%	(22)	10%	(50)	66%	(334)	20%	(99)	505
Trump Job Somewhat Approve	7%	(28)	13%	(54)	61%	(257)	19%	(80)	419
Trump Job Somewhat Disapprove	3%	(9)	8%	(22)	72%	(202)	16%	(45)	279
Trump Job Strongly Disapprove	4%	(33)	14%	(118)	64%	(553)	18%	(155)	860
Favorable of Trump	4%	(35)	11%	(95)	66%	(583)	20%	(175)	888
Unfavorable of Trump	4%	(46)	12%	(139)	67%	(773)	17%	(195)	1153
Very Favorable of Trump	3%	(18)	11%	(54)	66%	(339)	20%	(101)	512
Somewhat Favorable of Trump	4%	(17)	11%	(42)	65%	(244)	20%	(73)	376
Somewhat Unfavorable of Trump	4%	(10)	7%	(17)	70%	(160)	18%	(41)	228
Very Unfavorable of Trump	4%	(36)	13%	(122)	66%	(613)	17%	(154)	925
#1 Issue: Economy	5%	(28)	13%	(69)	61%	(318)	20%	(107)	522
#1 Issue: Security	3%	(12)	10%	(47)	69%	(310)	18%	(79)	448
#1 Issue: Health Care	5%	(17)	12%	(39)	65%	(207)	17%	(55)	318
#1 Issue: Medicare / Social Security	1%	(3)	8%	(23)	67%	(198)	24%	(71)	295
#1 Issue: Women's Issues	5%	(9)	12%	(23)	63%	(121)	21%	(39)	192
#1 Issue: Education	9%	(14)	16%	(25)	60%	(94)	16%	(26)	159
#1 Issue: Energy	5%	(6)	8%	(11)	73%	(99)	14%	(19)	136
#1 Issue: Other	4%	(6)	14%	(18)	44%	(58)	38%	(49)	130
2018 House Vote: Democrat	4%	(29)	13%	(101)	67%	(519)	16%	(127)	777
2018 House Vote: Republican	3%	(20)	10%	(67)	69%	(472)	18%	(120)	680
2018 House Vote: Someone else	4%	(4)	8%	(9)	58%	(67)	30%	(34)	115
2018 House Vote: Didnt Vote	6%	(36)	12%	(76)	56%	(344)	26%	(162)	619

Continued on next page

Table CMT2_5: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Healthy food options

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	4%	(94)	12%	(254)	64%	(1406)	20%	(446)	2200
2016 Vote: Hillary Clinton	5%	(32)	13%	(88)	66%	(445)	16%	(108)	673
2016 Vote: Donald Trump	3%	(23)	10%	(67)	70%	(480)	17%	(117)	686
2016 Vote: Someone else	2%	(3)	11%	(20)	63%	(114)	24%	(43)	180
2016 Vote: Didnt Vote	5%	(34)	12%	(79)	56%	(365)	27%	(177)	655
Voted in 2014: Yes	3%	(47)	12%	(158)	67%	(905)	18%	(241)	1351
Voted in 2014: No	6%	(47)	11%	(96)	59%	(501)	24%	(205)	849
2012 Vote: Barack Obama	5%	(39)	13%	(101)	65%	(527)	17%	(141)	808
2012 Vote: Mitt Romney	2%	(12)	10%	(49)	72%	(364)	16%	(82)	505
2012 Vote: Other	—	(0)	13%	(14)	67%	(73)	20%	(22)	110
2012 Vote: Didn't Vote	6%	(43)	12%	(90)	57%	(437)	26%	(198)	769
4-Region: Northeast	5%	(18)	10%	(40)	66%	(261)	19%	(74)	394
4-Region: Midwest	3%	(14)	12%	(56)	65%	(300)	20%	(92)	462
4-Region: South	5%	(43)	12%	(101)	61%	(499)	22%	(182)	824
4-Region: West	4%	(19)	11%	(58)	66%	(345)	19%	(98)	520
Frequent movie goers	6%	(20)	20%	(62)	62%	(190)	12%	(36)	307
Occasional movie goers	6%	(53)	15%	(129)	66%	(591)	13%	(116)	889
Infrequent movie goers	2%	(21)	6%	(64)	62%	(626)	29%	(294)	1003

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

Table CMT2_6: *Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?*
Inexpensive ticket cost on certain days or at certain times

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	34%	(740)	26%	(564)	26%	(582)	14%	(315)	2200
Gender: Male	32%	(337)	26%	(271)	29%	(310)	13%	(143)	1062
Gender: Female	35%	(402)	26%	(292)	24%	(272)	15%	(172)	1138
Age: 18-29	36%	(183)	24%	(121)	25%	(128)	14%	(71)	503
Age: 30-44	38%	(195)	26%	(133)	24%	(124)	11%	(57)	510
Age: 45-54	29%	(119)	29%	(116)	24%	(97)	18%	(72)	404
Age: 55-64	30%	(103)	24%	(82)	28%	(99)	18%	(64)	347
Age: 65+	32%	(140)	26%	(112)	31%	(135)	11%	(50)	436
Generation Z: 18-22	38%	(100)	27%	(69)	20%	(52)	15%	(39)	260
Millennial: Age 23-38	37%	(213)	23%	(133)	26%	(147)	13%	(76)	569
Generation X: Age 39-54	31%	(184)	29%	(169)	25%	(149)	15%	(86)	588
Boomers: Age 55-73	31%	(220)	24%	(170)	30%	(213)	14%	(99)	703
PID: Dem (no lean)	35%	(283)	27%	(215)	26%	(207)	12%	(97)	801
PID: Ind (no lean)	32%	(231)	23%	(167)	25%	(184)	20%	(145)	728
PID: Rep (no lean)	34%	(226)	27%	(182)	28%	(191)	11%	(73)	671
PID/Gender: Dem Men	33%	(118)	25%	(89)	31%	(110)	10%	(36)	352
PID/Gender: Dem Women	37%	(165)	28%	(126)	22%	(97)	14%	(61)	449
PID/Gender: Ind Men	28%	(105)	23%	(85)	29%	(107)	20%	(75)	372
PID/Gender: Ind Women	35%	(125)	23%	(82)	22%	(78)	20%	(70)	355
PID/Gender: Rep Men	34%	(114)	29%	(97)	28%	(94)	10%	(33)	338
PID/Gender: Rep Women	34%	(112)	25%	(85)	29%	(97)	12%	(40)	334
Ideo: Liberal (1-3)	37%	(263)	25%	(172)	27%	(187)	11%	(79)	701
Ideo: Moderate (4)	32%	(158)	28%	(135)	25%	(123)	15%	(72)	489
Ideo: Conservative (5-7)	33%	(242)	29%	(209)	28%	(207)	10%	(71)	729

Continued on next page

Table CMT2_6: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Inexpensive ticket cost on certain days or at certain times

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	34%	(740)	26%	(564)	26%	(582)	14%	(315)	2200
Educ: < College	33%	(503)	24%	(366)	26%	(386)	17%	(256)	1512
Educ: Bachelors degree	35%	(153)	28%	(125)	30%	(132)	8%	(34)	444
Educ: Post-grad	34%	(83)	30%	(73)	26%	(64)	10%	(24)	244
Income: Under 50k	34%	(448)	22%	(291)	26%	(335)	18%	(235)	1310
Income: 50k-100k	34%	(199)	29%	(168)	28%	(164)	10%	(57)	589
Income: 100k+	31%	(92)	35%	(104)	27%	(83)	7%	(22)	301
Ethnicity: White	34%	(578)	27%	(458)	27%	(459)	13%	(227)	1722
Ethnicity: Hispanic	35%	(122)	27%	(94)	22%	(78)	16%	(56)	349
Ethnicity: Afr. Am.	35%	(95)	21%	(56)	26%	(72)	19%	(51)	274
Ethnicity: Other	32%	(66)	24%	(50)	25%	(52)	18%	(37)	204
All Christian	34%	(325)	27%	(259)	27%	(256)	11%	(105)	946
All Non-Christian	37%	(38)	22%	(22)	28%	(29)	13%	(13)	103
Atheist	26%	(23)	28%	(25)	41%	(37)	6%	(5)	90
Agnostic/Nothing in particular	33%	(353)	24%	(258)	24%	(260)	18%	(191)	1061
Religious Non-Protestant/Catholic	39%	(53)	21%	(29)	27%	(36)	13%	(18)	136
Evangelical	35%	(215)	27%	(167)	23%	(141)	16%	(100)	623
Non-Evangelical	34%	(259)	27%	(208)	27%	(210)	12%	(95)	772
Community: Urban	31%	(175)	26%	(145)	29%	(163)	15%	(84)	567
Community: Suburban	34%	(355)	27%	(278)	26%	(264)	13%	(136)	1035
Community: Rural	35%	(209)	23%	(140)	26%	(155)	16%	(95)	599
Employ: Private Sector	33%	(206)	30%	(188)	29%	(178)	8%	(51)	623
Employ: Government	33%	(45)	36%	(49)	23%	(32)	8%	(11)	137
Employ: Self-Employed	32%	(64)	22%	(43)	28%	(55)	18%	(36)	198
Employ: Homemaker	36%	(51)	22%	(31)	27%	(38)	14%	(20)	140
Employ: Student	43%	(57)	30%	(39)	19%	(25)	9%	(12)	133
Employ: Retired	32%	(154)	24%	(114)	29%	(137)	15%	(70)	474
Employ: Unemployed	33%	(85)	21%	(54)	25%	(64)	21%	(55)	259
Employ: Other	33%	(77)	19%	(45)	23%	(53)	25%	(60)	235

Continued on next page

Table CMT2_6: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Inexpensive ticket cost on certain days or at certain times

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	34%	(740)	26%	(564)	26%	(582)	14%	(315)	2200
Military HH: Yes	31%	(111)	27%	(96)	28%	(100)	15%	(54)	361
Military HH: No	34%	(628)	25%	(468)	26%	(482)	14%	(260)	1839
RD/WT: Right Direction	33%	(292)	26%	(223)	28%	(243)	13%	(114)	872
RD/WT: Wrong Track	34%	(447)	26%	(341)	26%	(339)	15%	(201)	1328
Trump Job Approve	35%	(321)	27%	(247)	27%	(253)	11%	(102)	924
Trump Job Disapprove	34%	(391)	26%	(298)	26%	(297)	13%	(153)	1138
Trump Job Strongly Approve	31%	(159)	25%	(127)	31%	(154)	13%	(64)	505
Trump Job Somewhat Approve	39%	(162)	29%	(120)	24%	(99)	9%	(38)	419
Trump Job Somewhat Disapprove	33%	(92)	28%	(77)	29%	(81)	10%	(29)	279
Trump Job Strongly Disapprove	35%	(299)	26%	(220)	25%	(217)	14%	(124)	860
Favorable of Trump	34%	(305)	26%	(232)	28%	(248)	12%	(103)	888
Unfavorable of Trump	34%	(394)	27%	(311)	26%	(305)	12%	(143)	1153
Very Favorable of Trump	33%	(167)	26%	(133)	28%	(145)	13%	(67)	512
Somewhat Favorable of Trump	37%	(138)	26%	(98)	28%	(104)	10%	(36)	376
Somewhat Unfavorable of Trump	32%	(73)	30%	(70)	28%	(63)	10%	(22)	228
Very Unfavorable of Trump	35%	(321)	26%	(241)	26%	(242)	13%	(121)	925
#1 Issue: Economy	35%	(185)	26%	(137)	24%	(126)	14%	(73)	522
#1 Issue: Security	31%	(141)	30%	(136)	28%	(124)	10%	(47)	448
#1 Issue: Health Care	33%	(105)	24%	(76)	31%	(98)	12%	(38)	318
#1 Issue: Medicare / Social Security	31%	(90)	29%	(85)	24%	(70)	17%	(51)	295
#1 Issue: Women's Issues	38%	(73)	21%	(40)	28%	(53)	14%	(26)	192
#1 Issue: Education	44%	(70)	23%	(37)	23%	(36)	10%	(17)	159
#1 Issue: Energy	31%	(43)	27%	(37)	29%	(39)	13%	(18)	136
#1 Issue: Other	26%	(33)	13%	(17)	27%	(35)	35%	(45)	130
2018 House Vote: Democrat	35%	(275)	28%	(216)	26%	(199)	11%	(87)	777
2018 House Vote: Republican	32%	(220)	28%	(189)	29%	(199)	11%	(73)	680
2018 House Vote: Someone else	34%	(39)	16%	(19)	26%	(30)	23%	(27)	115
2018 House Vote: Didnt Vote	32%	(201)	22%	(137)	25%	(153)	21%	(128)	619

Continued on next page

Table CMT2_6: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Inexpensive ticket cost on certain days or at certain times

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	34%	(740)	26%	(564)	26%	(582)	14%	(315)	2200
2016 Vote: Hillary Clinton	35%	(236)	28%	(187)	26%	(175)	11%	(75)	673
2016 Vote: Donald Trump	34%	(234)	27%	(184)	30%	(204)	9%	(64)	686
2016 Vote: Someone else	33%	(59)	26%	(47)	24%	(42)	17%	(31)	180
2016 Vote: Didnt Vote	32%	(208)	22%	(146)	24%	(158)	22%	(143)	655
Voted in 2014: Yes	34%	(465)	26%	(356)	27%	(367)	12%	(162)	1351
Voted in 2014: No	32%	(275)	24%	(207)	25%	(214)	18%	(152)	849
2012 Vote: Barack Obama	35%	(279)	27%	(215)	27%	(215)	12%	(99)	808
2012 Vote: Mitt Romney	33%	(168)	28%	(143)	29%	(145)	10%	(50)	505
2012 Vote: Other	39%	(43)	18%	(19)	31%	(34)	12%	(14)	110
2012 Vote: Didn't Vote	32%	(247)	24%	(184)	24%	(187)	20%	(151)	769
4-Region: Northeast	30%	(118)	25%	(99)	32%	(126)	13%	(51)	394
4-Region: Midwest	38%	(176)	24%	(113)	25%	(115)	12%	(58)	462
4-Region: South	33%	(269)	26%	(213)	25%	(208)	16%	(134)	824
4-Region: West	34%	(177)	27%	(139)	25%	(132)	14%	(72)	520
Frequent movie goers	40%	(122)	31%	(95)	21%	(65)	8%	(24)	307
Occasional movie goers	43%	(381)	30%	(263)	20%	(179)	7%	(66)	889
Infrequent movie goers	24%	(237)	20%	(205)	34%	(337)	22%	(224)	1003

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

Table CMT2_7: *Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?*
Inexpensive food cost on certain days or at certain times

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	12%	(269)	17%	(378)	51%	(1131)	19%	(423)	2200
Gender: Male	13%	(138)	17%	(186)	51%	(546)	18%	(193)	1062
Gender: Female	12%	(131)	17%	(192)	51%	(585)	20%	(230)	1138
Age: 18-29	18%	(93)	21%	(103)	44%	(222)	17%	(85)	503
Age: 30-44	20%	(100)	18%	(93)	47%	(242)	15%	(76)	510
Age: 45-54	8%	(33)	18%	(71)	49%	(200)	25%	(100)	404
Age: 55-64	8%	(28)	15%	(53)	55%	(189)	22%	(77)	347
Age: 65+	4%	(15)	13%	(58)	64%	(278)	20%	(85)	436
Generation Z: 18-22	21%	(54)	21%	(54)	42%	(110)	16%	(42)	260
Millennial: Age 23-38	19%	(105)	20%	(115)	45%	(257)	16%	(91)	569
Generation X: Age 39-54	11%	(66)	17%	(98)	50%	(296)	22%	(127)	588
Boomers: Age 55-73	5%	(38)	15%	(102)	61%	(428)	19%	(134)	703
PID: Dem (no lean)	13%	(103)	20%	(162)	52%	(415)	15%	(121)	801
PID: Ind (no lean)	9%	(69)	16%	(116)	49%	(358)	25%	(184)	728
PID: Rep (no lean)	14%	(97)	15%	(100)	53%	(358)	17%	(117)	671
PID/Gender: Dem Men	14%	(50)	22%	(77)	52%	(181)	13%	(44)	352
PID/Gender: Dem Women	12%	(53)	19%	(85)	52%	(233)	17%	(77)	449
PID/Gender: Ind Men	8%	(30)	15%	(56)	53%	(197)	24%	(89)	372
PID/Gender: Ind Women	11%	(39)	17%	(60)	45%	(161)	27%	(95)	355
PID/Gender: Rep Men	17%	(58)	16%	(53)	50%	(168)	18%	(59)	338
PID/Gender: Rep Women	12%	(39)	14%	(47)	57%	(190)	17%	(58)	334
Ideo: Liberal (1-3)	13%	(92)	20%	(139)	52%	(368)	15%	(102)	701
Ideo: Moderate (4)	10%	(49)	18%	(88)	52%	(256)	20%	(96)	489
Ideo: Conservative (5-7)	12%	(85)	16%	(115)	57%	(413)	16%	(116)	729

Continued on next page

Table CMT2_7: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Inexpensive food cost on certain days or at certain times

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	12%	(269)	17%	(378)	51%	(1131)	19%	(423)	2200
Educ: < College	14%	(212)	17%	(259)	47%	(712)	22%	(329)	1512
Educ: Bachelors degree	8%	(38)	16%	(73)	60%	(268)	15%	(65)	444
Educ: Post-grad	8%	(18)	19%	(46)	62%	(151)	12%	(29)	244
Income: Under 50k	13%	(167)	16%	(205)	48%	(623)	24%	(315)	1310
Income: 50k-100k	13%	(75)	18%	(106)	56%	(332)	13%	(76)	589
Income: 100k+	9%	(28)	22%	(67)	58%	(176)	10%	(31)	301
Ethnicity: White	11%	(194)	16%	(271)	54%	(934)	19%	(323)	1722
Ethnicity: Hispanic	20%	(68)	16%	(54)	48%	(168)	17%	(59)	349
Ethnicity: Afr. Am.	17%	(47)	24%	(67)	36%	(98)	23%	(63)	274
Ethnicity: Other	14%	(28)	20%	(40)	49%	(99)	18%	(37)	204
All Christian	10%	(95)	17%	(165)	56%	(528)	17%	(157)	946
All Non-Christian	15%	(16)	20%	(20)	49%	(51)	16%	(16)	103
Atheist	11%	(10)	14%	(13)	65%	(59)	9%	(9)	90
Agnostic/Nothing in particular	14%	(148)	17%	(180)	46%	(493)	23%	(241)	1061
Religious Non-Protestant/Catholic	15%	(20)	18%	(24)	53%	(72)	14%	(20)	136
Evangelical	11%	(71)	18%	(115)	47%	(291)	24%	(146)	623
Non-Evangelical	10%	(80)	17%	(132)	56%	(432)	16%	(127)	772
Community: Urban	12%	(68)	16%	(89)	53%	(300)	19%	(109)	567
Community: Suburban	13%	(139)	18%	(185)	53%	(544)	16%	(166)	1035
Community: Rural	10%	(61)	17%	(103)	48%	(287)	25%	(147)	599
Employ: Private Sector	13%	(79)	20%	(127)	55%	(344)	12%	(73)	623
Employ: Government	15%	(20)	17%	(23)	58%	(79)	10%	(14)	137
Employ: Self-Employed	10%	(20)	16%	(32)	52%	(102)	22%	(43)	198
Employ: Homemaker	19%	(27)	16%	(23)	47%	(65)	18%	(25)	140
Employ: Student	16%	(22)	23%	(30)	52%	(69)	9%	(12)	133
Employ: Retired	5%	(23)	13%	(62)	58%	(277)	24%	(112)	474
Employ: Unemployed	16%	(41)	18%	(46)	40%	(102)	27%	(70)	259
Employ: Other	16%	(37)	15%	(34)	39%	(91)	31%	(73)	235

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Table CMT2_7: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Inexpensive food cost on certain days or at certain times

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	12%	(269)	17%	(378)	51%	(1131)	19%	(423)	2200
Military HH: Yes	11%	(41)	15%	(55)	56%	(204)	17%	(62)	361
Military HH: No	12%	(228)	18%	(323)	50%	(927)	20%	(361)	1839
RD/WT: Right Direction	14%	(126)	15%	(131)	52%	(449)	19%	(165)	872
RD/WT: Wrong Track	11%	(142)	19%	(247)	51%	(681)	19%	(257)	1328
Trump Job Approve	14%	(132)	16%	(145)	52%	(477)	18%	(169)	924
Trump Job Disapprove	11%	(127)	19%	(221)	53%	(601)	17%	(190)	1138
Trump Job Strongly Approve	12%	(62)	14%	(72)	54%	(273)	19%	(98)	505
Trump Job Somewhat Approve	17%	(70)	18%	(73)	49%	(205)	17%	(71)	419
Trump Job Somewhat Disapprove	10%	(28)	22%	(60)	53%	(148)	15%	(42)	279
Trump Job Strongly Disapprove	11%	(98)	19%	(161)	53%	(453)	17%	(148)	860
Favorable of Trump	14%	(125)	14%	(124)	53%	(472)	19%	(167)	888
Unfavorable of Trump	11%	(125)	20%	(230)	53%	(616)	16%	(182)	1153
Very Favorable of Trump	13%	(66)	14%	(71)	54%	(274)	20%	(101)	512
Somewhat Favorable of Trump	16%	(59)	14%	(53)	53%	(198)	17%	(66)	376
Somewhat Unfavorable of Trump	10%	(24)	21%	(48)	54%	(123)	15%	(33)	228
Very Unfavorable of Trump	11%	(101)	20%	(182)	53%	(493)	16%	(148)	925
#1 Issue: Economy	16%	(85)	20%	(103)	46%	(241)	18%	(92)	522
#1 Issue: Security	11%	(51)	17%	(77)	54%	(241)	18%	(79)	448
#1 Issue: Health Care	12%	(38)	18%	(57)	56%	(178)	14%	(45)	318
#1 Issue: Medicare / Social Security	5%	(15)	13%	(39)	55%	(163)	27%	(79)	295
#1 Issue: Women's Issues	13%	(25)	17%	(32)	53%	(102)	17%	(32)	192
#1 Issue: Education	19%	(30)	24%	(38)	43%	(68)	15%	(23)	159
#1 Issue: Energy	13%	(17)	13%	(17)	60%	(82)	15%	(20)	136
#1 Issue: Other	6%	(8)	11%	(15)	43%	(56)	40%	(52)	130
2018 House Vote: Democrat	11%	(84)	19%	(151)	55%	(424)	15%	(118)	777
2018 House Vote: Republican	11%	(74)	15%	(103)	57%	(385)	17%	(119)	680
2018 House Vote: Someone else	9%	(10)	20%	(23)	47%	(54)	25%	(28)	115
2018 House Vote: Didnt Vote	16%	(97)	16%	(98)	43%	(269)	25%	(154)	619

Continued on next page

Table CMT2_7: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Inexpensive food cost on certain days or at certain times

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	12%	(269)	17%	(378)	51%	(1131)	19%	(423)	2200
2016 Vote: Hillary Clinton	11%	(74)	19%	(127)	55%	(367)	16%	(105)	673
2016 Vote: Donald Trump	12%	(81)	14%	(97)	58%	(394)	17%	(114)	686
2016 Vote: Someone else	7%	(12)	22%	(40)	48%	(87)	23%	(41)	180
2016 Vote: Didnt Vote	15%	(99)	17%	(114)	43%	(280)	25%	(162)	655
Voted in 2014: Yes	11%	(145)	18%	(238)	54%	(734)	17%	(233)	1351
Voted in 2014: No	15%	(123)	16%	(140)	47%	(397)	22%	(189)	849
2012 Vote: Barack Obama	10%	(82)	20%	(159)	53%	(427)	17%	(141)	808
2012 Vote: Mitt Romney	11%	(54)	15%	(75)	60%	(302)	15%	(74)	505
2012 Vote: Other	7%	(8)	14%	(16)	54%	(59)	24%	(26)	110
2012 Vote: Didn't Vote	16%	(124)	17%	(128)	44%	(339)	23%	(178)	769
4-Region: Northeast	10%	(40)	16%	(62)	57%	(224)	17%	(68)	394
4-Region: Midwest	13%	(59)	19%	(89)	48%	(221)	20%	(94)	462
4-Region: South	14%	(113)	17%	(140)	50%	(408)	20%	(163)	824
4-Region: West	11%	(58)	17%	(88)	53%	(278)	19%	(97)	520
Frequent movie goers	17%	(52)	26%	(81)	46%	(141)	11%	(33)	307
Occasional movie goers	16%	(145)	22%	(193)	50%	(446)	12%	(105)	889
Infrequent movie goers	7%	(71)	10%	(104)	54%	(544)	28%	(284)	1003

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

Table CMT2_8: *Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?*
Ability to buy tickets online or on my phone

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	17%	(367)	21%	(468)	45%	(979)	18%	(386)	2200
Gender: Male	18%	(192)	21%	(219)	45%	(481)	16%	(170)	1062
Gender: Female	15%	(175)	22%	(249)	44%	(499)	19%	(216)	1138
Age: 18-29	26%	(131)	24%	(121)	35%	(175)	15%	(76)	503
Age: 30-44	23%	(117)	21%	(109)	41%	(212)	14%	(72)	510
Age: 45-54	15%	(61)	23%	(91)	42%	(171)	20%	(80)	404
Age: 55-64	10%	(34)	20%	(69)	48%	(166)	23%	(78)	347
Age: 65+	5%	(23)	18%	(77)	59%	(256)	18%	(80)	436
Generation Z: 18-22	27%	(71)	25%	(65)	34%	(87)	14%	(36)	260
Millennial: Age 23-38	24%	(136)	23%	(131)	38%	(215)	15%	(88)	569
Generation X: Age 39-54	18%	(103)	21%	(126)	43%	(255)	18%	(103)	588
Boomers: Age 55-73	8%	(56)	19%	(132)	54%	(380)	19%	(135)	703
PID: Dem (no lean)	19%	(156)	21%	(171)	46%	(372)	13%	(103)	801
PID: Ind (no lean)	15%	(106)	20%	(143)	42%	(305)	24%	(173)	728
PID: Rep (no lean)	16%	(105)	23%	(154)	45%	(302)	16%	(110)	671
PID/Gender: Dem Men	22%	(77)	20%	(69)	47%	(164)	12%	(41)	352
PID/Gender: Dem Women	18%	(79)	23%	(102)	46%	(208)	14%	(61)	449
PID/Gender: Ind Men	14%	(53)	19%	(70)	46%	(172)	21%	(78)	372
PID/Gender: Ind Women	15%	(53)	21%	(73)	38%	(133)	27%	(96)	355
PID/Gender: Rep Men	18%	(62)	24%	(81)	43%	(144)	15%	(51)	338
PID/Gender: Rep Women	13%	(43)	22%	(74)	47%	(158)	18%	(59)	334
Ideo: Liberal (1-3)	21%	(145)	25%	(172)	43%	(302)	12%	(81)	701
Ideo: Moderate (4)	16%	(79)	21%	(102)	47%	(229)	16%	(79)	489
Ideo: Conservative (5-7)	14%	(105)	22%	(158)	48%	(350)	16%	(116)	729

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Table CMT2_8: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Ability to buy tickets online or on my phone

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	17%	(367)	21%	(468)	45%	(979)	18%	(386)	2200
Educ: < College	17%	(252)	20%	(304)	42%	(641)	21%	(316)	1512
Educ: Bachelors degree	17%	(77)	24%	(107)	49%	(218)	9%	(42)	444
Educ: Post-grad	16%	(38)	23%	(57)	50%	(121)	12%	(28)	244
Income: Under 50k	15%	(201)	19%	(250)	43%	(565)	22%	(293)	1310
Income: 50k-100k	16%	(97)	23%	(133)	49%	(289)	12%	(69)	589
Income: 100k+	23%	(69)	28%	(84)	41%	(124)	8%	(24)	301
Ethnicity: White	15%	(253)	21%	(369)	47%	(809)	17%	(292)	1722
Ethnicity: Hispanic	27%	(94)	17%	(59)	41%	(143)	15%	(54)	349
Ethnicity: Afr. Am.	26%	(72)	22%	(61)	34%	(94)	17%	(48)	274
Ethnicity: Other	21%	(43)	19%	(38)	38%	(77)	23%	(46)	204
All Christian	14%	(136)	22%	(211)	48%	(453)	15%	(146)	946
All Non-Christian	25%	(25)	17%	(18)	42%	(44)	16%	(16)	103
Atheist	20%	(18)	21%	(19)	53%	(48)	6%	(6)	90
Agnostic/Nothing in particular	18%	(188)	21%	(220)	41%	(435)	21%	(218)	1061
Religious Non-Protestant/Catholic	24%	(33)	17%	(23)	44%	(60)	15%	(20)	136
Evangelical	15%	(92)	22%	(135)	42%	(261)	22%	(135)	623
Non-Evangelical	15%	(116)	22%	(169)	49%	(376)	14%	(111)	772
Community: Urban	17%	(96)	20%	(112)	46%	(258)	18%	(101)	567
Community: Suburban	19%	(196)	24%	(251)	42%	(439)	14%	(149)	1035
Community: Rural	13%	(76)	17%	(105)	47%	(282)	23%	(136)	599
Employ: Private Sector	21%	(131)	25%	(158)	44%	(272)	10%	(62)	623
Employ: Government	21%	(29)	24%	(33)	45%	(62)	10%	(13)	137
Employ: Self-Employed	19%	(37)	24%	(47)	40%	(80)	17%	(34)	198
Employ: Homemaker	20%	(28)	20%	(28)	44%	(61)	16%	(22)	140
Employ: Student	26%	(35)	29%	(38)	33%	(43)	12%	(16)	133
Employ: Retired	8%	(39)	16%	(78)	53%	(252)	22%	(105)	474
Employ: Unemployed	11%	(27)	18%	(46)	44%	(115)	27%	(71)	259
Employ: Other	17%	(40)	16%	(39)	40%	(95)	26%	(62)	235

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Table CMT2_8: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Ability to buy tickets online or on my phone

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	17%	(367)	21%	(468)	45%	(979)	18%	(386)	2200
Military HH: Yes	15%	(55)	18%	(65)	47%	(169)	20%	(73)	361
Military HH: No	17%	(313)	22%	(403)	44%	(810)	17%	(313)	1839
RD/WT: Right Direction	17%	(148)	21%	(186)	44%	(381)	18%	(157)	872
RD/WT: Wrong Track	17%	(219)	21%	(282)	45%	(598)	17%	(228)	1328
Trump Job Approve	16%	(149)	23%	(211)	44%	(409)	17%	(155)	924
Trump Job Disapprove	18%	(206)	21%	(242)	46%	(522)	15%	(169)	1138
Trump Job Strongly Approve	15%	(73)	20%	(101)	47%	(238)	18%	(93)	505
Trump Job Somewhat Approve	18%	(76)	26%	(110)	41%	(171)	15%	(62)	419
Trump Job Somewhat Disapprove	16%	(45)	21%	(58)	48%	(134)	15%	(42)	279
Trump Job Strongly Disapprove	19%	(161)	21%	(185)	45%	(388)	15%	(126)	860
Favorable of Trump	16%	(144)	22%	(194)	44%	(392)	18%	(158)	888
Unfavorable of Trump	17%	(193)	23%	(260)	47%	(545)	13%	(154)	1153
Very Favorable of Trump	16%	(83)	20%	(102)	45%	(231)	19%	(97)	512
Somewhat Favorable of Trump	16%	(61)	25%	(93)	43%	(161)	16%	(61)	376
Somewhat Unfavorable of Trump	13%	(31)	24%	(55)	50%	(115)	12%	(28)	228
Very Unfavorable of Trump	18%	(163)	22%	(205)	47%	(431)	14%	(127)	925
#1 Issue: Economy	18%	(94)	22%	(117)	41%	(212)	19%	(99)	522
#1 Issue: Security	13%	(60)	22%	(99)	49%	(221)	15%	(68)	448
#1 Issue: Health Care	19%	(60)	23%	(73)	45%	(145)	13%	(40)	318
#1 Issue: Medicare / Social Security	9%	(27)	18%	(53)	52%	(152)	21%	(62)	295
#1 Issue: Women's Issues	21%	(41)	22%	(42)	41%	(80)	15%	(29)	192
#1 Issue: Education	29%	(47)	23%	(37)	38%	(60)	9%	(15)	159
#1 Issue: Energy	19%	(26)	20%	(28)	46%	(62)	15%	(20)	136
#1 Issue: Other	9%	(12)	14%	(18)	37%	(48)	41%	(53)	130
2018 House Vote: Democrat	19%	(145)	22%	(174)	47%	(362)	12%	(97)	777
2018 House Vote: Republican	13%	(88)	24%	(164)	48%	(324)	15%	(104)	680
2018 House Vote: Someone else	16%	(19)	13%	(15)	46%	(53)	25%	(28)	115
2018 House Vote: Didnt Vote	18%	(113)	18%	(113)	38%	(238)	25%	(156)	619

Continued on next page

Table CMT2_8: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Ability to buy tickets online or on my phone

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	17%	(367)	21%	(468)	45%	(979)	18%	(386)	2200
2016 Vote: Hillary Clinton	18%	(122)	20%	(138)	49%	(331)	12%	(82)	673
2016 Vote: Donald Trump	14%	(95)	23%	(154)	48%	(329)	16%	(108)	686
2016 Vote: Someone else	17%	(31)	23%	(41)	39%	(70)	21%	(37)	180
2016 Vote: Didnt Vote	18%	(119)	20%	(131)	38%	(247)	24%	(158)	655
Voted in 2014: Yes	15%	(204)	22%	(298)	48%	(645)	15%	(203)	1351
Voted in 2014: No	19%	(163)	20%	(170)	39%	(334)	21%	(183)	849
2012 Vote: Barack Obama	19%	(151)	21%	(167)	47%	(381)	13%	(108)	808
2012 Vote: Mitt Romney	12%	(59)	24%	(121)	49%	(245)	16%	(80)	505
2012 Vote: Other	9%	(10)	22%	(25)	50%	(55)	18%	(20)	110
2012 Vote: Didn't Vote	19%	(146)	20%	(154)	38%	(295)	23%	(174)	769
4-Region: Northeast	14%	(56)	21%	(81)	51%	(201)	14%	(55)	394
4-Region: Midwest	14%	(66)	24%	(112)	44%	(204)	18%	(81)	462
4-Region: South	18%	(150)	22%	(179)	40%	(329)	20%	(166)	824
4-Region: West	18%	(95)	18%	(96)	47%	(245)	16%	(84)	520
Frequent movie goers	36%	(110)	25%	(77)	33%	(100)	7%	(20)	307
Occasional movie goers	21%	(188)	28%	(249)	41%	(365)	10%	(88)	889
Infrequent movie goers	7%	(69)	14%	(142)	51%	(514)	28%	(278)	1003

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

Table CMT2_9: *Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?*
I belong to a loyalty or rewards program

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	10%	(210)	15%	(329)	52%	(1151)	23%	(510)	2200
Gender: Male	10%	(101)	14%	(144)	55%	(589)	21%	(228)	1062
Gender: Female	10%	(109)	16%	(185)	49%	(562)	25%	(283)	1138
Age: 18-29	13%	(66)	18%	(88)	49%	(248)	20%	(101)	503
Age: 30-44	12%	(61)	17%	(88)	51%	(260)	20%	(100)	510
Age: 45-54	9%	(35)	15%	(61)	50%	(203)	26%	(105)	404
Age: 55-64	7%	(26)	14%	(48)	53%	(182)	26%	(92)	347
Age: 65+	5%	(21)	10%	(43)	59%	(258)	26%	(114)	436
Generation Z: 18-22	14%	(36)	18%	(47)	49%	(127)	19%	(49)	260
Millennial: Age 23-38	13%	(74)	17%	(98)	49%	(280)	21%	(118)	569
Generation X: Age 39-54	9%	(53)	16%	(93)	52%	(304)	24%	(138)	588
Boomers: Age 55-73	6%	(44)	12%	(83)	57%	(398)	25%	(177)	703
PID: Dem (no lean)	11%	(87)	17%	(133)	52%	(420)	20%	(160)	801
PID: Ind (no lean)	8%	(58)	15%	(107)	49%	(355)	29%	(208)	728
PID: Rep (no lean)	10%	(64)	13%	(89)	56%	(376)	21%	(142)	671
PID/Gender: Dem Men	11%	(40)	16%	(57)	53%	(188)	19%	(67)	352
PID/Gender: Dem Women	11%	(47)	17%	(76)	52%	(233)	21%	(93)	449
PID/Gender: Ind Men	7%	(26)	11%	(40)	57%	(213)	25%	(94)	372
PID/Gender: Ind Women	9%	(32)	19%	(67)	40%	(142)	32%	(114)	355
PID/Gender: Rep Men	10%	(35)	14%	(47)	56%	(188)	20%	(67)	338
PID/Gender: Rep Women	9%	(29)	12%	(41)	56%	(188)	23%	(76)	334
Ideo: Liberal (1-3)	12%	(85)	16%	(111)	53%	(375)	19%	(131)	701
Ideo: Moderate (4)	8%	(37)	16%	(79)	52%	(253)	24%	(119)	489
Ideo: Conservative (5-7)	9%	(67)	14%	(104)	58%	(422)	19%	(136)	729

Continued on next page

Table CMT2_9: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

I belong to a loyalty or rewards program

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	10%	(210)	15%	(329)	52%	(1151)	23%	(510)	2200
Educ: < College	9%	(142)	15%	(222)	50%	(750)	26%	(398)	1512
Educ: Bachelors degree	10%	(46)	15%	(67)	59%	(260)	16%	(71)	444
Educ: Post-grad	9%	(21)	16%	(40)	58%	(141)	17%	(42)	244
Income: Under 50k	9%	(114)	14%	(177)	50%	(658)	28%	(361)	1310
Income: 50k-100k	10%	(57)	15%	(91)	56%	(331)	19%	(109)	589
Income: 100k+	13%	(39)	20%	(61)	54%	(162)	13%	(40)	301
Ethnicity: White	9%	(152)	15%	(253)	55%	(939)	22%	(377)	1722
Ethnicity: Hispanic	16%	(55)	17%	(61)	46%	(162)	21%	(72)	349
Ethnicity: Afr. Am.	12%	(34)	18%	(51)	41%	(113)	28%	(77)	274
Ethnicity: Other	11%	(23)	12%	(25)	49%	(99)	28%	(57)	204
All Christian	10%	(96)	15%	(141)	56%	(526)	19%	(184)	946
All Non-Christian	14%	(15)	16%	(17)	53%	(55)	16%	(17)	103
Atheist	9%	(8)	10%	(9)	67%	(61)	13%	(12)	90
Agnostic/Nothing in particular	9%	(91)	15%	(162)	48%	(510)	28%	(298)	1061
Religious Non-Protestant/Catholic	15%	(20)	17%	(23)	51%	(70)	17%	(23)	136
Evangelical	11%	(72)	15%	(93)	49%	(302)	25%	(156)	623
Non-Evangelical	9%	(71)	15%	(112)	55%	(425)	21%	(165)	772
Community: Urban	9%	(50)	16%	(91)	51%	(289)	24%	(136)	567
Community: Suburban	11%	(115)	15%	(158)	53%	(544)	21%	(218)	1035
Community: Rural	7%	(45)	13%	(79)	53%	(319)	26%	(156)	599
Employ: Private Sector	13%	(79)	18%	(109)	54%	(336)	16%	(99)	623
Employ: Government	10%	(13)	21%	(29)	55%	(76)	14%	(20)	137
Employ: Self-Employed	13%	(25)	12%	(24)	54%	(107)	22%	(43)	198
Employ: Homemaker	13%	(18)	15%	(21)	55%	(77)	18%	(25)	140
Employ: Student	8%	(11)	20%	(27)	54%	(71)	18%	(24)	133
Employ: Retired	6%	(27)	12%	(55)	55%	(260)	28%	(132)	474
Employ: Unemployed	5%	(14)	14%	(35)	50%	(129)	31%	(80)	259
Employ: Other	9%	(22)	13%	(30)	40%	(95)	38%	(89)	235

Continued on next page

Table CMT2_9: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

I belong to a loyalty or rewards program

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	10%	(210)	15%	(329)	52%	(1151)	23%	(510)	2200
Military HH: Yes	8%	(28)	16%	(59)	53%	(190)	24%	(85)	361
Military HH: No	10%	(182)	15%	(270)	52%	(961)	23%	(425)	1839
RD/WT: Right Direction	11%	(98)	13%	(117)	53%	(463)	22%	(195)	872
RD/WT: Wrong Track	8%	(111)	16%	(212)	52%	(688)	24%	(315)	1328
Trump Job Approve	11%	(99)	14%	(128)	54%	(499)	21%	(198)	924
Trump Job Disapprove	9%	(98)	17%	(190)	53%	(607)	21%	(244)	1138
Trump Job Strongly Approve	9%	(46)	12%	(60)	56%	(285)	23%	(114)	505
Trump Job Somewhat Approve	13%	(53)	16%	(68)	51%	(214)	20%	(84)	419
Trump Job Somewhat Disapprove	9%	(25)	17%	(48)	54%	(151)	20%	(55)	279
Trump Job Strongly Disapprove	9%	(73)	16%	(142)	53%	(455)	22%	(189)	860
Favorable of Trump	10%	(91)	14%	(124)	55%	(484)	21%	(189)	888
Unfavorable of Trump	9%	(106)	16%	(185)	55%	(629)	20%	(233)	1153
Very Favorable of Trump	10%	(53)	13%	(67)	55%	(282)	21%	(110)	512
Somewhat Favorable of Trump	10%	(38)	15%	(57)	54%	(202)	21%	(79)	376
Somewhat Unfavorable of Trump	11%	(26)	15%	(34)	54%	(124)	20%	(45)	228
Very Unfavorable of Trump	9%	(80)	16%	(151)	55%	(505)	20%	(188)	925
#1 Issue: Economy	12%	(64)	15%	(77)	49%	(256)	24%	(125)	522
#1 Issue: Security	8%	(36)	12%	(56)	61%	(272)	19%	(84)	448
#1 Issue: Health Care	9%	(29)	17%	(53)	56%	(178)	18%	(58)	318
#1 Issue: Medicare / Social Security	7%	(21)	10%	(30)	51%	(151)	32%	(93)	295
#1 Issue: Women's Issues	11%	(21)	22%	(43)	47%	(91)	20%	(38)	192
#1 Issue: Education	14%	(22)	22%	(35)	47%	(75)	17%	(26)	159
#1 Issue: Energy	7%	(10)	17%	(23)	54%	(73)	22%	(29)	136
#1 Issue: Other	6%	(7)	8%	(11)	43%	(56)	43%	(56)	130
2018 House Vote: Democrat	10%	(79)	15%	(120)	55%	(426)	20%	(153)	777
2018 House Vote: Republican	10%	(67)	15%	(103)	55%	(374)	20%	(136)	680
2018 House Vote: Someone else	6%	(7)	22%	(25)	40%	(46)	31%	(36)	115
2018 House Vote: Didnt Vote	9%	(55)	13%	(79)	49%	(301)	30%	(183)	619

Continued on next page

Table CMT2_9: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

I belong to a loyalty or rewards program

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	10%	(210)	15%	(329)	52%	(1151)	23%	(510)	2200
2016 Vote: Hillary Clinton	10%	(69)	16%	(107)	54%	(365)	20%	(133)	673
2016 Vote: Donald Trump	10%	(70)	15%	(100)	56%	(386)	19%	(129)	686
2016 Vote: Someone else	7%	(13)	17%	(30)	46%	(82)	30%	(54)	180
2016 Vote: Didnt Vote	9%	(57)	13%	(88)	48%	(316)	30%	(193)	655
Voted in 2014: Yes	9%	(124)	16%	(219)	53%	(722)	21%	(286)	1351
Voted in 2014: No	10%	(86)	13%	(110)	51%	(429)	26%	(225)	849
2012 Vote: Barack Obama	10%	(81)	16%	(130)	53%	(430)	21%	(167)	808
2012 Vote: Mitt Romney	10%	(50)	14%	(71)	58%	(291)	18%	(93)	505
2012 Vote: Other	5%	(5)	20%	(22)	51%	(56)	24%	(27)	110
2012 Vote: Didn't Vote	9%	(73)	14%	(105)	48%	(371)	29%	(221)	769
4-Region: Northeast	5%	(22)	14%	(57)	59%	(233)	21%	(82)	394
4-Region: Midwest	9%	(42)	15%	(70)	52%	(241)	24%	(110)	462
4-Region: South	11%	(94)	13%	(110)	50%	(408)	26%	(212)	824
4-Region: West	10%	(52)	18%	(93)	52%	(269)	21%	(107)	520
Frequent movie goers	20%	(60)	30%	(92)	38%	(117)	12%	(38)	307
Occasional movie goers	13%	(117)	20%	(174)	52%	(462)	15%	(135)	889
Infrequent movie goers	3%	(32)	6%	(62)	57%	(572)	34%	(338)	1003

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

Table CMT2_10: *Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?*
I belong to a movie ticket subscription service

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	5%	(101)	9%	(188)	59%	(1298)	28%	(613)	2200
Gender: Male	6%	(64)	8%	(87)	60%	(642)	25%	(269)	1062
Gender: Female	3%	(37)	9%	(101)	58%	(656)	30%	(344)	1138
Age: 18-29	7%	(34)	11%	(54)	58%	(293)	24%	(121)	503
Age: 30-44	6%	(32)	11%	(58)	57%	(292)	25%	(128)	510
Age: 45-54	4%	(17)	7%	(27)	57%	(231)	32%	(128)	404
Age: 55-64	3%	(11)	8%	(29)	57%	(199)	31%	(109)	347
Age: 65+	1%	(6)	5%	(20)	65%	(283)	29%	(128)	436
Generation Z: 18-22	6%	(14)	14%	(36)	56%	(144)	25%	(65)	260
Millennial: Age 23-38	8%	(45)	10%	(57)	58%	(332)	24%	(136)	569
Generation X: Age 39-54	4%	(25)	8%	(47)	58%	(341)	30%	(175)	588
Boomers: Age 55-73	2%	(16)	7%	(46)	62%	(438)	29%	(203)	703
PID: Dem (no lean)	6%	(48)	10%	(79)	62%	(493)	23%	(181)	801
PID: Ind (no lean)	3%	(24)	8%	(61)	54%	(391)	35%	(251)	728
PID: Rep (no lean)	4%	(28)	7%	(48)	62%	(414)	27%	(181)	671
PID/Gender: Dem Men	9%	(32)	9%	(31)	63%	(222)	19%	(67)	352
PID/Gender: Dem Women	4%	(16)	11%	(49)	60%	(271)	25%	(114)	449
PID/Gender: Ind Men	3%	(13)	7%	(25)	59%	(221)	30%	(113)	372
PID/Gender: Ind Women	3%	(12)	10%	(35)	48%	(170)	39%	(138)	355
PID/Gender: Rep Men	6%	(20)	9%	(31)	59%	(198)	26%	(88)	338
PID/Gender: Rep Women	3%	(9)	5%	(17)	65%	(215)	28%	(93)	334
Ideo: Liberal (1-3)	8%	(56)	9%	(65)	62%	(434)	21%	(147)	701
Ideo: Moderate (4)	3%	(15)	9%	(43)	60%	(291)	29%	(140)	489
Ideo: Conservative (5-7)	3%	(22)	7%	(52)	64%	(463)	26%	(192)	729

Continued on next page

Table CMT2_10: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

I belong to a movie ticket subscription service

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	5%	(101)	9%	(188)	59%	(1298)	28%	(613)	2200
Educ: < College	5%	(73)	9%	(130)	55%	(837)	31%	(472)	1512
Educ: Bachelors degree	4%	(17)	9%	(39)	68%	(302)	19%	(85)	444
Educ: Post-grad	4%	(10)	8%	(19)	65%	(159)	23%	(56)	244
Income: Under 50k	4%	(54)	8%	(111)	55%	(727)	32%	(419)	1310
Income: 50k-100k	5%	(28)	9%	(55)	63%	(373)	23%	(133)	589
Income: 100k+	7%	(20)	8%	(23)	66%	(198)	20%	(61)	301
Ethnicity: White	4%	(61)	7%	(112)	63%	(1079)	27%	(469)	1722
Ethnicity: Hispanic	7%	(24)	12%	(42)	55%	(193)	26%	(91)	349
Ethnicity: Afr. Am.	10%	(27)	18%	(51)	41%	(114)	30%	(83)	274
Ethnicity: Other	6%	(12)	13%	(26)	52%	(105)	30%	(61)	204
All Christian	4%	(36)	8%	(79)	62%	(591)	25%	(241)	946
All Non-Christian	8%	(8)	10%	(11)	62%	(63)	20%	(20)	103
Atheist	8%	(7)	5%	(5)	77%	(70)	10%	(9)	90
Agnostic/Nothing in particular	5%	(50)	9%	(94)	54%	(574)	32%	(343)	1061
Religious Non-Protestant/Catholic	9%	(12)	11%	(14)	61%	(83)	20%	(27)	136
Evangelical	5%	(33)	9%	(59)	54%	(337)	31%	(194)	623
Non-Evangelical	3%	(25)	8%	(60)	61%	(474)	28%	(214)	772
Community: Urban	5%	(28)	9%	(53)	60%	(338)	26%	(148)	567
Community: Suburban	5%	(55)	9%	(92)	60%	(616)	26%	(271)	1035
Community: Rural	3%	(18)	7%	(43)	57%	(344)	32%	(194)	599
Employ: Private Sector	6%	(40)	11%	(66)	61%	(380)	22%	(137)	623
Employ: Government	6%	(9)	6%	(8)	66%	(91)	21%	(29)	137
Employ: Self-Employed	5%	(10)	10%	(20)	58%	(116)	27%	(53)	198
Employ: Homemaker	5%	(8)	13%	(18)	60%	(84)	22%	(31)	140
Employ: Student	3%	(4)	12%	(16)	66%	(88)	18%	(24)	133
Employ: Retired	3%	(12)	5%	(25)	60%	(284)	32%	(153)	474
Employ: Unemployed	4%	(9)	6%	(15)	56%	(145)	35%	(90)	259
Employ: Other	4%	(10)	8%	(19)	47%	(110)	41%	(97)	235

Continued on next page

Table CMT2_10: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

I belong to a movie ticket subscription service

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	5%	(101)	9%	(188)	59%	(1298)	28%	(613)	2200
Military HH: Yes	6%	(21)	7%	(27)	60%	(216)	27%	(98)	361
Military HH: No	4%	(80)	9%	(161)	59%	(1082)	28%	(515)	1839
RD/WT: Right Direction	6%	(50)	7%	(64)	59%	(514)	28%	(245)	872
RD/WT: Wrong Track	4%	(51)	9%	(124)	59%	(784)	28%	(368)	1328
Trump Job Approve	5%	(46)	8%	(72)	59%	(549)	28%	(255)	924
Trump Job Disapprove	4%	(50)	9%	(108)	61%	(699)	25%	(281)	1138
Trump Job Strongly Approve	4%	(21)	5%	(27)	62%	(314)	28%	(143)	505
Trump Job Somewhat Approve	6%	(25)	11%	(46)	56%	(235)	27%	(113)	419
Trump Job Somewhat Disapprove	5%	(13)	9%	(24)	63%	(176)	24%	(66)	279
Trump Job Strongly Disapprove	4%	(37)	10%	(84)	61%	(523)	25%	(216)	860
Favorable of Trump	5%	(40)	8%	(67)	59%	(524)	29%	(257)	888
Unfavorable of Trump	5%	(53)	9%	(101)	63%	(727)	24%	(272)	1153
Very Favorable of Trump	4%	(22)	7%	(34)	60%	(308)	29%	(149)	512
Somewhat Favorable of Trump	5%	(18)	9%	(34)	58%	(216)	29%	(108)	376
Somewhat Unfavorable of Trump	6%	(14)	5%	(12)	65%	(149)	23%	(53)	228
Very Unfavorable of Trump	4%	(39)	10%	(89)	62%	(578)	24%	(219)	925
#1 Issue: Economy	6%	(30)	9%	(48)	54%	(284)	31%	(160)	522
#1 Issue: Security	4%	(16)	7%	(31)	65%	(291)	24%	(110)	448
#1 Issue: Health Care	7%	(23)	11%	(36)	61%	(194)	21%	(66)	318
#1 Issue: Medicare / Social Security	3%	(10)	5%	(15)	60%	(178)	31%	(93)	295
#1 Issue: Women's Issues	2%	(4)	8%	(15)	67%	(128)	23%	(45)	192
#1 Issue: Education	8%	(12)	15%	(24)	49%	(79)	28%	(44)	159
#1 Issue: Energy	4%	(5)	6%	(8)	64%	(87)	26%	(36)	136
#1 Issue: Other	1%	(1)	9%	(12)	44%	(57)	46%	(60)	130
2018 House Vote: Democrat	6%	(46)	10%	(74)	63%	(489)	22%	(168)	777
2018 House Vote: Republican	4%	(26)	7%	(49)	63%	(428)	26%	(177)	680
2018 House Vote: Someone else	4%	(4)	8%	(9)	51%	(58)	37%	(43)	115
2018 House Vote: Didnt Vote	4%	(22)	9%	(56)	52%	(319)	36%	(222)	619

Continued on next page

Table CMT2_10: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

I belong to a movie ticket subscription service

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	5%	(101)	9%	(188)	59%	(1298)	28%	(613)	2200
2016 Vote: Hillary Clinton	5%	(36)	9%	(62)	62%	(419)	23%	(155)	673
2016 Vote: Donald Trump	4%	(27)	7%	(48)	65%	(445)	24%	(166)	686
2016 Vote: Someone else	4%	(8)	9%	(17)	53%	(96)	33%	(60)	180
2016 Vote: Didnt Vote	4%	(27)	9%	(61)	51%	(337)	35%	(230)	655
Voted in 2014: Yes	4%	(55)	9%	(116)	62%	(833)	26%	(346)	1351
Voted in 2014: No	5%	(45)	8%	(72)	55%	(465)	31%	(267)	849
2012 Vote: Barack Obama	5%	(40)	10%	(79)	61%	(492)	24%	(198)	808
2012 Vote: Mitt Romney	3%	(14)	6%	(32)	65%	(327)	26%	(131)	505
2012 Vote: Other	1%	(1)	9%	(10)	62%	(68)	28%	(31)	110
2012 Vote: Didn't Vote	6%	(45)	9%	(67)	53%	(406)	33%	(251)	769
4-Region: Northeast	5%	(19)	6%	(26)	66%	(262)	22%	(88)	394
4-Region: Midwest	5%	(22)	6%	(30)	61%	(280)	28%	(131)	462
4-Region: South	5%	(41)	10%	(83)	55%	(450)	30%	(250)	824
4-Region: West	4%	(19)	10%	(50)	59%	(307)	28%	(144)	520
Frequent movie goers	11%	(34)	18%	(55)	51%	(158)	20%	(61)	307
Occasional movie goers	6%	(53)	11%	(95)	61%	(539)	23%	(201)	889
Infrequent movie goers	1%	(14)	4%	(38)	60%	(601)	35%	(351)	1003

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

Table CMT2_11: *Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?*
Variety of movie offerings

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	39%	(851)	23%	(505)	23%	(499)	16%	(345)	2200
Gender: Male	37%	(397)	23%	(246)	25%	(266)	14%	(153)	1062
Gender: Female	40%	(453)	23%	(260)	20%	(233)	17%	(193)	1138
Age: 18-29	45%	(228)	23%	(114)	17%	(85)	15%	(76)	503
Age: 30-44	42%	(214)	25%	(130)	21%	(105)	12%	(62)	510
Age: 45-54	36%	(144)	25%	(102)	22%	(90)	17%	(68)	404
Age: 55-64	31%	(109)	23%	(80)	26%	(90)	20%	(68)	347
Age: 65+	36%	(156)	18%	(80)	29%	(128)	16%	(72)	436
Generation Z: 18-22	47%	(122)	25%	(65)	13%	(33)	15%	(40)	260
Millennial: Age 23-38	42%	(241)	24%	(136)	19%	(110)	14%	(81)	569
Generation X: Age 39-54	38%	(222)	24%	(144)	23%	(138)	14%	(84)	588
Boomers: Age 55-73	33%	(233)	21%	(149)	28%	(196)	18%	(125)	703
PID: Dem (no lean)	43%	(348)	22%	(177)	21%	(170)	13%	(107)	801
PID: Ind (no lean)	34%	(248)	23%	(167)	22%	(162)	21%	(150)	728
PID: Rep (no lean)	38%	(255)	24%	(161)	25%	(167)	13%	(88)	671
PID/Gender: Dem Men	43%	(153)	21%	(74)	24%	(86)	11%	(39)	352
PID/Gender: Dem Women	43%	(195)	23%	(104)	19%	(84)	15%	(68)	449
PID/Gender: Ind Men	30%	(113)	24%	(89)	26%	(98)	20%	(73)	372
PID/Gender: Ind Women	38%	(135)	22%	(79)	18%	(64)	22%	(77)	355
PID/Gender: Rep Men	39%	(132)	25%	(83)	24%	(82)	12%	(40)	338
PID/Gender: Rep Women	37%	(124)	23%	(77)	25%	(85)	14%	(48)	334
Ideo: Liberal (1-3)	42%	(297)	27%	(187)	20%	(138)	11%	(79)	701
Ideo: Moderate (4)	40%	(194)	22%	(105)	24%	(117)	15%	(72)	489
Ideo: Conservative (5-7)	38%	(277)	23%	(167)	27%	(194)	12%	(91)	729

Continued on next page

Table CMT2_11: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Variety of movie offerings

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	39%	(851)	23%	(505)	23%	(499)	16%	(345)	2200
Educ: < College	37%	(553)	22%	(339)	22%	(332)	19%	(288)	1512
Educ: Bachelors degree	46%	(203)	23%	(102)	23%	(104)	8%	(35)	444
Educ: Post-grad	39%	(95)	26%	(64)	26%	(63)	9%	(22)	244
Income: Under 50k	35%	(459)	22%	(283)	23%	(306)	20%	(261)	1310
Income: 50k-100k	41%	(241)	25%	(146)	24%	(142)	10%	(60)	589
Income: 100k+	50%	(150)	25%	(76)	17%	(51)	8%	(24)	301
Ethnicity: White	38%	(657)	24%	(416)	23%	(400)	14%	(249)	1722
Ethnicity: Hispanic	48%	(169)	20%	(69)	15%	(54)	17%	(58)	349
Ethnicity: Afr. Am.	40%	(111)	20%	(54)	19%	(53)	21%	(57)	274
Ethnicity: Other	40%	(83)	18%	(36)	23%	(47)	19%	(39)	204
All Christian	39%	(368)	24%	(229)	25%	(232)	12%	(117)	946
All Non-Christian	39%	(40)	18%	(19)	24%	(24)	19%	(20)	103
Atheist	39%	(36)	30%	(27)	25%	(22)	6%	(5)	90
Agnostic/Nothing in particular	38%	(407)	22%	(231)	21%	(220)	19%	(203)	1061
Religious Non-Protestant/Catholic	43%	(58)	19%	(26)	22%	(31)	16%	(21)	136
Evangelical	39%	(241)	22%	(134)	22%	(140)	17%	(108)	623
Non-Evangelical	37%	(289)	26%	(198)	23%	(175)	14%	(109)	772
Community: Urban	39%	(220)	23%	(131)	23%	(129)	15%	(87)	567
Community: Suburban	39%	(406)	23%	(241)	24%	(246)	14%	(142)	1035
Community: Rural	38%	(225)	22%	(133)	21%	(124)	19%	(116)	599
Employ: Private Sector	46%	(285)	27%	(168)	18%	(112)	9%	(58)	623
Employ: Government	34%	(47)	32%	(44)	24%	(33)	10%	(14)	137
Employ: Self-Employed	36%	(72)	25%	(49)	22%	(43)	17%	(35)	198
Employ: Homemaker	36%	(51)	23%	(33)	26%	(36)	14%	(20)	140
Employ: Student	56%	(74)	22%	(30)	12%	(15)	10%	(13)	133
Employ: Retired	33%	(157)	21%	(98)	29%	(139)	17%	(81)	474
Employ: Unemployed	29%	(75)	21%	(54)	27%	(69)	24%	(61)	259
Employ: Other	38%	(90)	13%	(31)	22%	(51)	27%	(63)	235

Continued on next page

Table CMT2_11: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Variety of movie offerings

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	39%	(851)	23%	(505)	23%	(499)	16%	(345)	2200
Military HH: Yes	33%	(118)	23%	(82)	30%	(109)	15%	(53)	361
Military HH: No	40%	(732)	23%	(423)	21%	(390)	16%	(292)	1839
RD/WT: Right Direction	36%	(315)	23%	(205)	25%	(221)	15%	(132)	872
RD/WT: Wrong Track	40%	(535)	23%	(301)	21%	(278)	16%	(213)	1328
Trump Job Approve	39%	(357)	24%	(223)	24%	(225)	13%	(118)	924
Trump Job Disapprove	41%	(463)	23%	(266)	22%	(250)	14%	(160)	1138
Trump Job Strongly Approve	36%	(179)	22%	(109)	29%	(146)	14%	(70)	505
Trump Job Somewhat Approve	43%	(178)	27%	(115)	19%	(79)	11%	(47)	419
Trump Job Somewhat Disapprove	38%	(107)	26%	(73)	22%	(62)	13%	(37)	279
Trump Job Strongly Disapprove	41%	(356)	22%	(193)	22%	(188)	14%	(123)	860
Favorable of Trump	38%	(340)	23%	(206)	25%	(218)	14%	(124)	888
Unfavorable of Trump	41%	(471)	24%	(274)	23%	(261)	13%	(147)	1153
Very Favorable of Trump	37%	(190)	22%	(113)	27%	(136)	14%	(73)	512
Somewhat Favorable of Trump	40%	(150)	25%	(93)	22%	(82)	13%	(50)	376
Somewhat Unfavorable of Trump	40%	(91)	28%	(63)	22%	(50)	11%	(25)	228
Very Unfavorable of Trump	41%	(381)	23%	(210)	23%	(211)	13%	(123)	925
#1 Issue: Economy	39%	(203)	26%	(134)	21%	(108)	15%	(77)	522
#1 Issue: Security	39%	(173)	22%	(101)	26%	(115)	13%	(60)	448
#1 Issue: Health Care	39%	(125)	22%	(71)	27%	(87)	11%	(35)	318
#1 Issue: Medicare / Social Security	35%	(103)	21%	(61)	25%	(73)	20%	(58)	295
#1 Issue: Women's Issues	45%	(86)	22%	(42)	19%	(36)	14%	(28)	192
#1 Issue: Education	50%	(80)	23%	(36)	16%	(26)	11%	(17)	159
#1 Issue: Energy	37%	(51)	26%	(35)	25%	(34)	12%	(16)	136
#1 Issue: Other	23%	(30)	19%	(25)	16%	(20)	42%	(54)	130
2018 House Vote: Democrat	43%	(332)	24%	(189)	21%	(164)	12%	(93)	777
2018 House Vote: Republican	36%	(246)	24%	(163)	27%	(183)	13%	(88)	680
2018 House Vote: Someone else	32%	(37)	17%	(20)	25%	(29)	25%	(29)	115
2018 House Vote: Didnt Vote	38%	(234)	21%	(130)	20%	(122)	21%	(132)	619

Continued on next page

Table CMT2_11: Thinking about the movie theaters you go to most frequently, to what extent are the following a reason you choose to see movies at those theaters?

Variety of movie offerings

Demographic	This is a major reason I go to the movie theaters		This is a minor reason I go to the movies theaters		This is not a reason at all I don't go to the movie theaters		Don't know / No opinion		Total N
Adults	39%	(851)	23%	(505)	23%	(499)	16%	(345)	2200
2016 Vote: Hillary Clinton	40%	(273)	25%	(170)	21%	(144)	13%	(86)	673
2016 Vote: Donald Trump	37%	(253)	24%	(164)	27%	(184)	12%	(84)	686
2016 Vote: Someone else	38%	(68)	25%	(45)	21%	(38)	16%	(29)	180
2016 Vote: Didnt Vote	39%	(255)	19%	(125)	20%	(131)	22%	(144)	655
Voted in 2014: Yes	38%	(509)	25%	(334)	24%	(325)	14%	(183)	1351
Voted in 2014: No	40%	(342)	20%	(171)	20%	(174)	19%	(162)	849
2012 Vote: Barack Obama	41%	(330)	25%	(199)	21%	(173)	13%	(106)	808
2012 Vote: Mitt Romney	37%	(187)	25%	(126)	26%	(134)	12%	(59)	505
2012 Vote: Other	41%	(46)	19%	(21)	26%	(29)	13%	(14)	110
2012 Vote: Didn't Vote	37%	(286)	20%	(156)	21%	(162)	21%	(164)	769
4-Region: Northeast	36%	(142)	23%	(92)	25%	(100)	15%	(60)	394
4-Region: Midwest	37%	(169)	24%	(109)	25%	(114)	15%	(70)	462
4-Region: South	36%	(300)	22%	(180)	23%	(191)	19%	(153)	824
4-Region: West	46%	(240)	24%	(124)	18%	(94)	12%	(62)	520
Frequent movie goers	62%	(191)	24%	(74)	7%	(21)	7%	(22)	307
Occasional movie goers	49%	(433)	28%	(253)	15%	(135)	8%	(68)	889
Infrequent movie goers	23%	(226)	18%	(179)	34%	(342)	25%	(256)	1003

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

Table CMT3_1: *And to what extent are the following reasons you do not go to the movies more frequently?
 Tickets are too expensive*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	45%	(997)	24%	(518)	22%	(474)	10%	(211)	2200
Gender: Male	42%	(445)	24%	(256)	24%	(256)	10%	(105)	1062
Gender: Female	48%	(552)	23%	(262)	19%	(218)	9%	(107)	1138
Age: 18-29	41%	(204)	24%	(120)	22%	(110)	14%	(69)	503
Age: 30-44	47%	(241)	22%	(110)	22%	(111)	9%	(48)	510
Age: 45-54	49%	(199)	24%	(96)	19%	(78)	8%	(31)	404
Age: 55-64	47%	(164)	19%	(66)	22%	(77)	11%	(39)	347
Age: 65+	43%	(189)	29%	(126)	22%	(97)	5%	(24)	436
Generation Z: 18-22	39%	(101)	22%	(58)	23%	(59)	16%	(42)	260
Millennial: Age 23-38	46%	(263)	22%	(126)	20%	(116)	11%	(63)	569
Generation X: Age 39-54	48%	(280)	24%	(142)	21%	(124)	7%	(43)	588
Boomers: Age 55-73	47%	(332)	24%	(167)	21%	(150)	8%	(54)	703
PID: Dem (no lean)	45%	(362)	22%	(179)	25%	(204)	7%	(56)	801
PID: Ind (no lean)	45%	(324)	22%	(159)	20%	(144)	14%	(100)	728
PID: Rep (no lean)	46%	(310)	27%	(181)	19%	(125)	8%	(55)	671
PID/Gender: Dem Men	43%	(151)	21%	(74)	30%	(107)	6%	(20)	352
PID/Gender: Dem Women	47%	(212)	23%	(104)	22%	(97)	8%	(37)	449
PID/Gender: Ind Men	40%	(149)	23%	(87)	21%	(79)	15%	(57)	372
PID/Gender: Ind Women	49%	(175)	20%	(72)	18%	(65)	12%	(43)	355
PID/Gender: Rep Men	43%	(145)	28%	(95)	21%	(69)	8%	(28)	338
PID/Gender: Rep Women	49%	(165)	26%	(85)	17%	(56)	8%	(27)	334
Ideo: Liberal (1-3)	48%	(336)	24%	(170)	21%	(146)	7%	(48)	701
Ideo: Moderate (4)	47%	(229)	22%	(107)	24%	(116)	7%	(36)	489
Ideo: Conservative (5-7)	47%	(339)	25%	(185)	20%	(147)	8%	(58)	729

Continued on next page

Table CMT3_1: And to what extent are the following reasons you do not go to the movies more frequently?
Tickets are too expensive

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	45%	(997)	24%	(518)	22%	(474)	10%	(211)	2200
Educ: < College	44%	(667)	22%	(328)	22%	(338)	12%	(180)	1512
Educ: Bachelors degree	49%	(219)	27%	(118)	19%	(86)	5%	(21)	444
Educ: Post-grad	46%	(111)	30%	(73)	20%	(49)	4%	(10)	244
Income: Under 50k	47%	(617)	21%	(277)	20%	(256)	12%	(159)	1310
Income: 50k-100k	47%	(276)	25%	(148)	22%	(130)	6%	(34)	589
Income: 100k+	34%	(103)	31%	(94)	29%	(87)	6%	(17)	301
Ethnicity: White	49%	(835)	24%	(420)	19%	(335)	8%	(132)	1722
Ethnicity: Hispanic	39%	(137)	21%	(75)	25%	(89)	14%	(48)	349
Ethnicity: Afr. Am.	30%	(83)	21%	(57)	30%	(82)	19%	(51)	274
Ethnicity: Other	38%	(78)	20%	(42)	28%	(56)	14%	(28)	204
All Christian	48%	(458)	24%	(225)	21%	(198)	7%	(65)	946
All Non-Christian	41%	(42)	29%	(30)	19%	(20)	10%	(11)	103
Atheist	52%	(47)	20%	(18)	27%	(25)	1%	(1)	90
Agnostic/Nothing in particular	42%	(450)	23%	(245)	22%	(232)	13%	(134)	1061
Religious Non-Protestant/Catholic	43%	(59)	27%	(37)	21%	(29)	8%	(11)	136
Evangelical	44%	(273)	23%	(146)	20%	(124)	13%	(80)	623
Non-Evangelical	47%	(362)	24%	(185)	22%	(168)	7%	(56)	772
Community: Urban	46%	(259)	20%	(114)	24%	(135)	10%	(59)	567
Community: Suburban	44%	(450)	26%	(266)	22%	(224)	9%	(94)	1035
Community: Rural	48%	(288)	23%	(138)	19%	(114)	10%	(59)	599

Continued on next page

Table CMT3_1: And to what extent are the following reasons you do not go to the movies more frequently?
Tickets are too expensive

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	45%	(997)	24%	(518)	22%	(474)	10%	(211)	2200
Employ: Private Sector	44%	(277)	28%	(173)	22%	(138)	6%	(35)	623
Employ: Government	48%	(65)	27%	(37)	21%	(29)	4%	(5)	137
Employ: Self-Employed	44%	(88)	22%	(44)	22%	(43)	11%	(22)	198
Employ: Homemaker	51%	(72)	22%	(31)	15%	(22)	12%	(16)	140
Employ: Student	48%	(63)	16%	(22)	22%	(29)	14%	(19)	133
Employ: Retired	45%	(213)	25%	(119)	22%	(104)	8%	(38)	474
Employ: Unemployed	43%	(110)	17%	(45)	25%	(64)	15%	(39)	259
Employ: Other	46%	(109)	20%	(47)	19%	(44)	15%	(35)	235
Military HH: Yes	47%	(171)	26%	(94)	19%	(67)	8%	(28)	361
Military HH: No	45%	(826)	23%	(424)	22%	(406)	10%	(183)	1839
RD/WT: Right Direction	44%	(386)	25%	(217)	21%	(183)	10%	(85)	872
RD/WT: Wrong Track	46%	(611)	23%	(301)	22%	(290)	9%	(126)	1328
Trump Job Approve	46%	(428)	26%	(241)	20%	(183)	8%	(72)	924
Trump Job Disapprove	46%	(525)	22%	(251)	23%	(266)	8%	(96)	1138
Trump Job Strongly Approve	47%	(238)	25%	(124)	20%	(101)	8%	(42)	505
Trump Job Somewhat Approve	45%	(190)	28%	(117)	20%	(82)	7%	(30)	419
Trump Job Somewhat Disapprove	46%	(128)	25%	(69)	24%	(66)	6%	(16)	279
Trump Job Strongly Disapprove	46%	(397)	21%	(182)	23%	(200)	9%	(80)	860
Favorable of Trump	48%	(422)	25%	(224)	20%	(175)	7%	(66)	888
Unfavorable of Trump	46%	(533)	23%	(270)	23%	(268)	7%	(82)	1153
Very Favorable of Trump	46%	(237)	25%	(126)	21%	(106)	8%	(43)	512
Somewhat Favorable of Trump	49%	(185)	26%	(98)	18%	(69)	6%	(24)	376
Somewhat Unfavorable of Trump	44%	(100)	26%	(60)	23%	(52)	7%	(16)	228
Very Unfavorable of Trump	47%	(433)	23%	(210)	23%	(216)	7%	(66)	925

Continued on next page

Table CMT3_1: And to what extent are the following reasons you do not go to the movies more frequently?
Tickets are too expensive

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	45%	(997)	24%	(518)	22%	(474)	10%	(211)	2200
#1 Issue: Economy	43%	(223)	27%	(138)	21%	(109)	10%	(52)	522
#1 Issue: Security	47%	(209)	23%	(101)	23%	(105)	7%	(33)	448
#1 Issue: Health Care	43%	(138)	22%	(70)	27%	(86)	8%	(24)	318
#1 Issue: Medicare / Social Security	47%	(139)	28%	(83)	17%	(51)	8%	(23)	295
#1 Issue: Women's Issues	54%	(104)	14%	(26)	22%	(42)	10%	(19)	192
#1 Issue: Education	44%	(70)	28%	(45)	17%	(27)	11%	(17)	159
#1 Issue: Energy	44%	(59)	21%	(29)	26%	(35)	9%	(13)	136
#1 Issue: Other	42%	(55)	20%	(26)	14%	(19)	23%	(30)	130
2018 House Vote: Democrat	47%	(366)	23%	(182)	23%	(181)	6%	(48)	777
2018 House Vote: Republican	47%	(318)	26%	(178)	20%	(135)	7%	(49)	680
2018 House Vote: Someone else	49%	(56)	19%	(22)	16%	(18)	16%	(18)	115
2018 House Vote: Didnt Vote	41%	(252)	22%	(134)	22%	(138)	15%	(96)	619
2016 Vote: Hillary Clinton	45%	(301)	24%	(162)	25%	(167)	6%	(43)	673
2016 Vote: Donald Trump	49%	(337)	26%	(181)	19%	(131)	5%	(37)	686
2016 Vote: Someone else	46%	(82)	23%	(41)	19%	(34)	12%	(22)	180
2016 Vote: Didnt Vote	42%	(273)	20%	(133)	21%	(140)	17%	(109)	655
Voted in 2014: Yes	47%	(628)	24%	(330)	22%	(300)	7%	(92)	1351
Voted in 2014: No	43%	(369)	22%	(188)	20%	(174)	14%	(119)	849
2012 Vote: Barack Obama	45%	(362)	23%	(188)	25%	(205)	7%	(54)	808
2012 Vote: Mitt Romney	49%	(247)	26%	(131)	19%	(98)	6%	(30)	505
2012 Vote: Other	54%	(59)	25%	(28)	15%	(16)	6%	(7)	110
2012 Vote: Didn't Vote	42%	(324)	22%	(171)	20%	(154)	16%	(121)	769
4-Region: Northeast	44%	(172)	22%	(86)	26%	(101)	9%	(35)	394
4-Region: Midwest	46%	(215)	24%	(112)	21%	(99)	8%	(37)	462
4-Region: South	44%	(365)	23%	(189)	22%	(180)	11%	(89)	824
4-Region: West	47%	(245)	25%	(131)	18%	(93)	10%	(50)	520
Frequent movie goers	33%	(103)	31%	(94)	27%	(83)	9%	(27)	307

Continued on next page

Table CMT3_1: And to what extent are the following reasons you do not go to the movies more frequently?*Tickets are too expensive*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	45%	(997)	24%	(518)	22%	(474)	10%	(211)	2200
Occasional movie goers	45%	(397)	27%	(242)	22%	(196)	6%	(55)	889
Infrequent movie goers	50%	(498)	18%	(182)	19%	(195)	13%	(129)	1003

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

Table CMT3_2: And to what extent are the following reasons you do not go to the movies more frequently?
Food options are too expensive

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	31%	(674)	25%	(552)	34%	(745)	10%	(228)	2200
Gender: Male	31%	(331)	25%	(260)	34%	(361)	10%	(109)	1062
Gender: Female	30%	(343)	26%	(292)	34%	(384)	10%	(119)	1138
Age: 18-29	37%	(187)	27%	(134)	24%	(122)	12%	(60)	503
Age: 30-44	34%	(173)	24%	(121)	32%	(162)	11%	(54)	510
Age: 45-54	31%	(124)	28%	(113)	33%	(133)	8%	(34)	404
Age: 55-64	25%	(88)	23%	(81)	40%	(140)	11%	(39)	347
Age: 65+	24%	(103)	24%	(103)	43%	(188)	9%	(41)	436
Generation Z: 18-22	36%	(93)	27%	(70)	25%	(66)	12%	(32)	260
Millennial: Age 23-38	36%	(204)	24%	(138)	28%	(159)	12%	(68)	569
Generation X: Age 39-54	32%	(187)	27%	(160)	33%	(193)	8%	(48)	588
Boomers: Age 55-73	25%	(178)	25%	(177)	41%	(285)	9%	(62)	703
PID: Dem (no lean)	28%	(221)	28%	(227)	36%	(290)	8%	(63)	801
PID: Ind (no lean)	33%	(237)	24%	(174)	29%	(212)	14%	(104)	728
PID: Rep (no lean)	32%	(216)	22%	(151)	36%	(243)	9%	(61)	671
PID/Gender: Dem Men	28%	(99)	27%	(96)	37%	(132)	7%	(25)	352
PID/Gender: Dem Women	27%	(122)	29%	(131)	35%	(159)	8%	(38)	449
PID/Gender: Ind Men	33%	(123)	23%	(85)	30%	(111)	14%	(53)	372
PID/Gender: Ind Women	32%	(113)	25%	(89)	28%	(101)	14%	(51)	355
PID/Gender: Rep Men	32%	(108)	23%	(79)	35%	(119)	9%	(32)	338
PID/Gender: Rep Women	32%	(108)	22%	(72)	37%	(124)	9%	(30)	334
Ideo: Liberal (1-3)	30%	(212)	30%	(212)	31%	(221)	8%	(56)	701
Ideo: Moderate (4)	33%	(162)	22%	(107)	35%	(173)	9%	(46)	489
Ideo: Conservative (5-7)	29%	(212)	25%	(184)	37%	(268)	9%	(65)	729

Continued on next page

Table CMT3_2: *And to what extent are the following reasons you do not go to the movies more frequently?*
Food options are too expensive

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	31%	(674)	25%	(552)	34%	(745)	10%	(228)	2200
Educ: < College	32%	(486)	23%	(351)	33%	(492)	12%	(183)	1512
Educ: Bachelors degree	28%	(126)	30%	(134)	34%	(152)	7%	(31)	444
Educ: Post-grad	25%	(62)	27%	(67)	41%	(101)	6%	(14)	244
Income: Under 50k	31%	(406)	25%	(330)	31%	(400)	13%	(173)	1310
Income: 50k-100k	34%	(202)	26%	(151)	34%	(198)	6%	(37)	589
Income: 100k+	22%	(65)	23%	(71)	49%	(148)	6%	(18)	301
Ethnicity: White	32%	(545)	25%	(437)	34%	(587)	9%	(153)	1722
Ethnicity: Hispanic	33%	(116)	26%	(92)	31%	(107)	10%	(35)	349
Ethnicity: Afr. Am.	26%	(72)	25%	(68)	31%	(85)	18%	(49)	274
Ethnicity: Other	28%	(57)	23%	(47)	36%	(73)	13%	(26)	204
All Christian	28%	(269)	26%	(248)	38%	(355)	8%	(74)	946
All Non-Christian	23%	(24)	26%	(26)	42%	(43)	9%	(10)	103
Atheist	29%	(26)	29%	(26)	38%	(34)	4%	(4)	90
Agnostic/Nothing in particular	34%	(356)	24%	(252)	29%	(313)	13%	(141)	1061
Religious Non-Protestant/Catholic	26%	(36)	23%	(32)	43%	(58)	8%	(10)	136
Evangelical	30%	(184)	26%	(160)	32%	(201)	13%	(79)	623
Non-Evangelical	29%	(227)	25%	(194)	37%	(284)	9%	(67)	772
Community: Urban	29%	(165)	25%	(140)	35%	(199)	11%	(62)	567
Community: Suburban	29%	(298)	26%	(269)	35%	(364)	10%	(104)	1035
Community: Rural	35%	(211)	24%	(144)	30%	(182)	10%	(62)	599

Continued on next page

Table CMT3_2: And to what extent are the following reasons you do not go to the movies more frequently?

Food options are too expensive

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	31%	(674)	25%	(552)	34%	(745)	10%	(228)	2200
Employ: Private Sector	28%	(175)	28%	(175)	37%	(230)	7%	(43)	623
Employ: Government	36%	(50)	27%	(37)	33%	(45)	4%	(5)	137
Employ: Self-Employed	30%	(60)	24%	(48)	35%	(70)	10%	(20)	198
Employ: Homemaker	36%	(50)	23%	(33)	26%	(37)	15%	(21)	140
Employ: Student	40%	(53)	24%	(32)	26%	(35)	10%	(13)	133
Employ: Retired	26%	(125)	24%	(113)	39%	(185)	11%	(53)	474
Employ: Unemployed	31%	(80)	22%	(56)	32%	(82)	16%	(41)	259
Employ: Other	35%	(81)	25%	(59)	26%	(62)	14%	(33)	235
Military HH: Yes	30%	(109)	24%	(87)	36%	(130)	10%	(35)	361
Military HH: No	31%	(565)	25%	(465)	33%	(615)	11%	(194)	1839
RD/WT: Right Direction	32%	(280)	24%	(211)	33%	(286)	11%	(96)	872
RD/WT: Wrong Track	30%	(394)	26%	(342)	35%	(459)	10%	(133)	1328
Trump Job Approve	32%	(299)	25%	(227)	34%	(312)	9%	(85)	924
Trump Job Disapprove	30%	(343)	26%	(301)	35%	(393)	9%	(102)	1138
Trump Job Strongly Approve	33%	(169)	21%	(107)	35%	(175)	11%	(54)	505
Trump Job Somewhat Approve	31%	(131)	29%	(120)	33%	(137)	7%	(31)	419
Trump Job Somewhat Disapprove	36%	(100)	27%	(74)	31%	(88)	6%	(16)	279
Trump Job Strongly Disapprove	28%	(243)	26%	(227)	35%	(305)	10%	(85)	860
Favorable of Trump	32%	(288)	24%	(211)	35%	(310)	9%	(79)	888
Unfavorable of Trump	31%	(352)	27%	(311)	35%	(400)	8%	(90)	1153
Very Favorable of Trump	33%	(167)	22%	(113)	34%	(177)	11%	(56)	512
Somewhat Favorable of Trump	32%	(122)	26%	(98)	35%	(133)	6%	(23)	376
Somewhat Unfavorable of Trump	32%	(74)	30%	(69)	30%	(69)	7%	(16)	228
Very Unfavorable of Trump	30%	(278)	26%	(242)	36%	(331)	8%	(73)	925

Continued on next page

Table CMT3_2: And to what extent are the following reasons you do not go to the movies more frequently?
Food options are too expensive

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	31%	(674)	25%	(552)	34%	(745)	10%	(228)	2200
#1 Issue: Economy	31%	(161)	24%	(126)	34%	(178)	11%	(58)	522
#1 Issue: Security	29%	(129)	29%	(128)	34%	(153)	8%	(38)	448
#1 Issue: Health Care	30%	(94)	24%	(76)	38%	(121)	8%	(27)	318
#1 Issue: Medicare / Social Security	30%	(88)	23%	(69)	38%	(113)	9%	(26)	295
#1 Issue: Women's Issues	39%	(74)	22%	(42)	32%	(62)	7%	(14)	192
#1 Issue: Education	34%	(54)	33%	(52)	21%	(34)	12%	(19)	159
#1 Issue: Energy	33%	(45)	19%	(26)	37%	(50)	12%	(16)	136
#1 Issue: Other	23%	(30)	25%	(33)	27%	(35)	25%	(32)	130
2018 House Vote: Democrat	29%	(224)	28%	(215)	35%	(275)	8%	(63)	777
2018 House Vote: Republican	30%	(206)	24%	(166)	37%	(250)	9%	(58)	680
2018 House Vote: Someone else	32%	(36)	22%	(25)	27%	(31)	20%	(23)	115
2018 House Vote: Didnt Vote	33%	(204)	23%	(142)	31%	(189)	14%	(84)	619
2016 Vote: Hillary Clinton	27%	(181)	28%	(191)	38%	(253)	7%	(49)	673
2016 Vote: Donald Trump	32%	(221)	24%	(165)	36%	(249)	7%	(50)	686
2016 Vote: Someone else	30%	(54)	24%	(43)	32%	(57)	14%	(25)	180
2016 Vote: Didnt Vote	33%	(217)	23%	(151)	28%	(184)	16%	(103)	655
Voted in 2014: Yes	29%	(391)	26%	(353)	37%	(495)	8%	(112)	1351
Voted in 2014: No	33%	(283)	23%	(199)	29%	(250)	14%	(117)	849
2012 Vote: Barack Obama	27%	(218)	28%	(228)	37%	(300)	8%	(62)	808
2012 Vote: Mitt Romney	29%	(147)	24%	(120)	39%	(197)	8%	(41)	505
2012 Vote: Other	43%	(47)	17%	(19)	32%	(35)	8%	(9)	110
2012 Vote: Didn't Vote	34%	(259)	24%	(184)	28%	(212)	15%	(113)	769
4-Region: Northeast	26%	(103)	22%	(86)	42%	(166)	10%	(38)	394
4-Region: Midwest	31%	(144)	25%	(116)	33%	(154)	10%	(47)	462
4-Region: South	31%	(259)	24%	(201)	33%	(270)	12%	(95)	824
4-Region: West	32%	(168)	29%	(150)	30%	(155)	9%	(48)	520
Frequent movie goers	26%	(81)	31%	(96)	35%	(108)	7%	(22)	307

Continued on next page

Table CMT3_2: And to what extent are the following reasons you do not go to the movies more frequently?
Food options are too expensive

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	31%	(674)	25%	(552)	34%	(745)	10%	(228)	2200
Occasional movie goers	32%	(283)	28%	(246)	34%	(299)	7%	(61)	889
Infrequent movie goers	31%	(310)	21%	(211)	34%	(338)	14%	(144)	1003

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

Table CMT3_3: *And to what extent are the following reasons you do not go to the movies more frequently?
 The seating is uncomfortable*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	12%	(254)	21%	(472)	55%	(1205)	12%	(269)	2200
Gender: Male	13%	(140)	22%	(238)	52%	(547)	13%	(136)	1062
Gender: Female	10%	(114)	21%	(234)	58%	(657)	12%	(133)	1138
Age: 18-29	14%	(72)	27%	(136)	45%	(228)	13%	(67)	503
Age: 30-44	16%	(83)	22%	(112)	52%	(267)	9%	(47)	510
Age: 45-54	10%	(41)	19%	(76)	58%	(234)	13%	(53)	404
Age: 55-64	7%	(26)	18%	(63)	61%	(212)	13%	(46)	347
Age: 65+	8%	(33)	20%	(85)	60%	(263)	13%	(55)	436
Generation Z: 18-22	14%	(37)	26%	(68)	47%	(121)	13%	(34)	260
Millennial: Age 23-38	16%	(89)	25%	(142)	47%	(268)	12%	(69)	569
Generation X: Age 39-54	12%	(69)	19%	(114)	58%	(340)	11%	(65)	588
Boomers: Age 55-73	8%	(56)	20%	(138)	61%	(428)	12%	(81)	703
PID: Dem (no lean)	13%	(107)	20%	(164)	57%	(456)	9%	(74)	801
PID: Ind (no lean)	11%	(82)	21%	(152)	52%	(376)	16%	(118)	728
PID: Rep (no lean)	10%	(65)	23%	(157)	56%	(373)	11%	(76)	671
PID/Gender: Dem Men	15%	(53)	21%	(75)	55%	(193)	9%	(31)	352
PID/Gender: Dem Women	12%	(54)	20%	(89)	59%	(263)	10%	(43)	449
PID/Gender: Ind Men	13%	(48)	21%	(79)	49%	(181)	17%	(64)	372
PID/Gender: Ind Women	10%	(34)	21%	(73)	55%	(195)	15%	(54)	355
PID/Gender: Rep Men	12%	(39)	25%	(84)	51%	(174)	12%	(40)	338
PID/Gender: Rep Women	8%	(26)	22%	(72)	60%	(200)	11%	(36)	334
Ideo: Liberal (1-3)	13%	(94)	25%	(176)	52%	(366)	9%	(64)	701
Ideo: Moderate (4)	13%	(65)	20%	(95)	55%	(270)	12%	(59)	489
Ideo: Conservative (5-7)	8%	(61)	22%	(157)	60%	(436)	10%	(76)	729

Continued on next page

**Table CMT3_3: And to what extent are the following reasons you do not go to the movies more frequently?
The seating is uncomfortable**

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	12%	(254)	21%	(472)	55%	(1205)	12%	(269)	2200
Educ: < College	11%	(170)	22%	(325)	53%	(799)	14%	(218)	1512
Educ: Bachelors degree	13%	(57)	21%	(92)	59%	(261)	8%	(33)	444
Educ: Post-grad	11%	(27)	23%	(55)	59%	(144)	7%	(18)	244
Income: Under 50k	11%	(146)	20%	(264)	54%	(703)	15%	(196)	1310
Income: 50k-100k	12%	(71)	24%	(141)	55%	(327)	8%	(50)	589
Income: 100k+	12%	(36)	22%	(67)	58%	(175)	8%	(23)	301
Ethnicity: White	11%	(189)	21%	(364)	57%	(980)	11%	(190)	1722
Ethnicity: Hispanic	16%	(57)	25%	(87)	48%	(168)	11%	(37)	349
Ethnicity: Afr. Am.	13%	(36)	22%	(60)	45%	(125)	19%	(53)	274
Ethnicity: Other	14%	(29)	24%	(48)	49%	(100)	13%	(26)	204
All Christian	10%	(98)	20%	(187)	61%	(574)	9%	(87)	946
All Non-Christian	14%	(15)	28%	(29)	47%	(48)	11%	(11)	103
Atheist	14%	(12)	25%	(23)	55%	(49)	7%	(6)	90
Agnostic/Nothing in particular	12%	(130)	22%	(234)	50%	(534)	15%	(164)	1061
Religious Non-Protestant/Catholic	14%	(19)	28%	(39)	49%	(67)	9%	(12)	136
Evangelical	11%	(68)	20%	(125)	54%	(338)	15%	(92)	623
Non-Evangelical	10%	(80)	20%	(151)	60%	(466)	10%	(76)	772
Community: Urban	12%	(69)	20%	(113)	56%	(315)	12%	(70)	567
Community: Suburban	12%	(124)	23%	(234)	54%	(558)	11%	(119)	1035
Community: Rural	10%	(61)	21%	(125)	56%	(332)	13%	(80)	599

Continued on next page

Table CMT3_3: And to what extent are the following reasons you do not go to the movies more frequently?
 The seating is uncomfortable

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	12%	(254)	21%	(472)	55%	(1205)	12%	(269)	2200
Employ: Private Sector	12%	(75)	23%	(145)	57%	(354)	8%	(49)	623
Employ: Government	12%	(17)	29%	(40)	55%	(75)	4%	(5)	137
Employ: Self-Employed	17%	(33)	24%	(47)	46%	(91)	13%	(26)	198
Employ: Homemaker	13%	(18)	23%	(32)	51%	(72)	13%	(18)	140
Employ: Student	20%	(27)	24%	(32)	46%	(61)	10%	(13)	133
Employ: Retired	8%	(37)	19%	(90)	58%	(277)	15%	(70)	474
Employ: Unemployed	10%	(27)	17%	(44)	56%	(145)	17%	(43)	259
Employ: Other	9%	(21)	18%	(42)	55%	(129)	19%	(44)	235
Military HH: Yes	10%	(36)	23%	(83)	56%	(204)	11%	(39)	361
Military HH: No	12%	(218)	21%	(390)	54%	(1001)	13%	(230)	1839
RD/WT: Right Direction	11%	(92)	22%	(190)	54%	(474)	13%	(116)	872
RD/WT: Wrong Track	12%	(162)	21%	(282)	55%	(731)	11%	(153)	1328
Trump Job Approve	11%	(99)	23%	(210)	55%	(507)	12%	(108)	924
Trump Job Disapprove	13%	(145)	22%	(246)	56%	(639)	10%	(109)	1138
Trump Job Strongly Approve	9%	(47)	22%	(109)	56%	(284)	13%	(64)	505
Trump Job Somewhat Approve	12%	(51)	24%	(101)	53%	(223)	10%	(44)	419
Trump Job Somewhat Disapprove	12%	(35)	23%	(64)	58%	(161)	7%	(20)	279
Trump Job Strongly Disapprove	13%	(110)	21%	(182)	56%	(478)	10%	(89)	860
Favorable of Trump	10%	(90)	23%	(204)	55%	(488)	12%	(105)	888
Unfavorable of Trump	13%	(146)	21%	(243)	58%	(665)	9%	(99)	1153
Very Favorable of Trump	9%	(44)	23%	(115)	56%	(285)	13%	(67)	512
Somewhat Favorable of Trump	12%	(46)	24%	(89)	54%	(203)	10%	(38)	376
Somewhat Unfavorable of Trump	12%	(28)	17%	(39)	61%	(139)	9%	(22)	228
Very Unfavorable of Trump	13%	(118)	22%	(204)	57%	(526)	8%	(77)	925

Continued on next page

Table CMT3_3: *And to what extent are the following reasons you do not go to the movies more frequently?
The seating is uncomfortable*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	12%	(254)	21%	(472)	55%	(1205)	12%	(269)	2200
#1 Issue: Economy	15%	(76)	20%	(106)	53%	(277)	12%	(62)	522
#1 Issue: Security	9%	(38)	22%	(100)	58%	(261)	11%	(49)	448
#1 Issue: Health Care	12%	(37)	22%	(71)	57%	(180)	10%	(30)	318
#1 Issue: Medicare / Social Security	10%	(30)	17%	(50)	60%	(177)	13%	(39)	295
#1 Issue: Women's Issues	14%	(27)	24%	(46)	51%	(97)	11%	(22)	192
#1 Issue: Education	9%	(15)	29%	(46)	52%	(83)	10%	(16)	159
#1 Issue: Energy	13%	(18)	23%	(31)	54%	(73)	10%	(13)	136
#1 Issue: Other	10%	(14)	17%	(22)	44%	(57)	29%	(38)	130
2018 House Vote: Democrat	13%	(102)	22%	(171)	56%	(439)	8%	(66)	777
2018 House Vote: Republican	9%	(60)	23%	(157)	58%	(397)	10%	(65)	680
2018 House Vote: Someone else	9%	(10)	21%	(24)	43%	(49)	28%	(32)	115
2018 House Vote: Didnt Vote	13%	(79)	19%	(118)	51%	(317)	17%	(105)	619
2016 Vote: Hillary Clinton	13%	(85)	21%	(144)	58%	(388)	8%	(56)	673
2016 Vote: Donald Trump	9%	(63)	23%	(157)	59%	(402)	9%	(63)	686
2016 Vote: Someone else	11%	(21)	21%	(38)	53%	(95)	15%	(26)	180
2016 Vote: Didnt Vote	13%	(84)	20%	(133)	48%	(316)	19%	(122)	655
Voted in 2014: Yes	12%	(158)	21%	(283)	57%	(776)	10%	(134)	1351
Voted in 2014: No	11%	(96)	22%	(190)	51%	(429)	16%	(134)	849
2012 Vote: Barack Obama	13%	(104)	20%	(159)	57%	(463)	10%	(81)	808
2012 Vote: Mitt Romney	9%	(45)	22%	(110)	60%	(301)	10%	(49)	505
2012 Vote: Other	11%	(13)	21%	(23)	55%	(61)	12%	(14)	110
2012 Vote: Didn't Vote	12%	(92)	23%	(178)	49%	(374)	16%	(124)	769
4-Region: Northeast	13%	(49)	22%	(88)	54%	(211)	12%	(45)	394
4-Region: Midwest	11%	(50)	18%	(85)	60%	(279)	10%	(49)	462
4-Region: South	11%	(87)	19%	(159)	56%	(461)	14%	(118)	824
4-Region: West	13%	(68)	27%	(141)	49%	(254)	11%	(57)	520
Frequent movie goers	12%	(38)	25%	(78)	54%	(167)	8%	(25)	307

Continued on next page

Table CMT3_3: *And to what extent are the following reasons you do not go to the movies more frequently?
The seating is uncomfortable*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	12%	(254)	21%	(472)	55%	(1205)	12%	(269)	2200
Occasional movie goers	13%	(119)	24%	(212)	55%	(487)	8%	(71)	889
Infrequent movie goers	10%	(97)	18%	(183)	55%	(551)	17%	(173)	1003

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

Table CMT3_4: *And to what extent are the following reasons you do not go to the movies more frequently?
Lack of access to premium screen formats such as IMAX or 3D*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	7%	(152)	13%	(294)	65%	(1428)	15%	(326)	2200
Gender: Male	11%	(115)	14%	(145)	62%	(654)	14%	(147)	1062
Gender: Female	3%	(37)	13%	(149)	68%	(774)	16%	(179)	1138
Age: 18-29	11%	(56)	16%	(81)	56%	(283)	16%	(82)	503
Age: 30-44	9%	(46)	15%	(77)	62%	(315)	14%	(71)	510
Age: 45-54	5%	(20)	11%	(44)	70%	(281)	15%	(59)	404
Age: 55-64	3%	(11)	14%	(47)	68%	(235)	16%	(54)	347
Age: 65+	4%	(18)	10%	(45)	72%	(314)	13%	(59)	436
Generation Z: 18-22	11%	(29)	16%	(40)	58%	(151)	15%	(39)	260
Millennial: Age 23-38	11%	(61)	16%	(89)	58%	(330)	16%	(88)	569
Generation X: Age 39-54	5%	(32)	12%	(73)	68%	(397)	15%	(86)	588
Boomers: Age 55-73	4%	(26)	13%	(88)	70%	(495)	13%	(93)	703
PID: Dem (no lean)	7%	(58)	14%	(112)	67%	(537)	12%	(95)	801
PID: Ind (no lean)	5%	(36)	14%	(104)	63%	(462)	17%	(125)	728
PID: Rep (no lean)	9%	(58)	12%	(78)	64%	(429)	16%	(106)	671
PID/Gender: Dem Men	11%	(40)	14%	(50)	63%	(223)	11%	(39)	352
PID/Gender: Dem Women	4%	(18)	14%	(62)	70%	(314)	13%	(56)	449
PID/Gender: Ind Men	7%	(26)	14%	(53)	64%	(238)	15%	(55)	372
PID/Gender: Ind Women	3%	(10)	14%	(51)	63%	(224)	20%	(70)	355
PID/Gender: Rep Men	14%	(49)	13%	(42)	57%	(193)	16%	(53)	338
PID/Gender: Rep Women	3%	(9)	11%	(36)	71%	(236)	16%	(53)	334
Ideo: Liberal (1-3)	8%	(57)	15%	(107)	65%	(455)	12%	(82)	701
Ideo: Moderate (4)	8%	(37)	14%	(67)	66%	(322)	13%	(63)	489
Ideo: Conservative (5-7)	6%	(45)	12%	(90)	68%	(498)	13%	(97)	729

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Table CMT3_4: *And to what extent are the following reasons you do not go to the movies more frequently?
 Lack of access to premium screen formats such as IMAX or 3D*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(152)	13%	(294)	65%	(1428)	15%	(326)	2200
Educ: < College	7%	(111)	14%	(205)	62%	(936)	17%	(260)	1512
Educ: Bachelors degree	6%	(28)	14%	(62)	70%	(310)	10%	(44)	444
Educ: Post-grad	5%	(13)	11%	(27)	75%	(182)	9%	(22)	244
Income: Under 50k	7%	(97)	13%	(176)	60%	(789)	19%	(248)	1310
Income: 50k-100k	6%	(37)	13%	(79)	71%	(419)	9%	(53)	589
Income: 100k+	6%	(18)	13%	(39)	73%	(219)	8%	(26)	301
Ethnicity: White	5%	(93)	13%	(227)	67%	(1159)	14%	(244)	1722
Ethnicity: Hispanic	14%	(50)	16%	(54)	54%	(188)	16%	(57)	349
Ethnicity: Afr. Am.	13%	(36)	11%	(30)	59%	(163)	17%	(46)	274
Ethnicity: Other	12%	(24)	18%	(37)	52%	(107)	18%	(36)	204
All Christian	6%	(58)	11%	(106)	71%	(671)	12%	(111)	946
All Non-Christian	15%	(15)	18%	(18)	57%	(59)	10%	(10)	103
Atheist	5%	(4)	13%	(12)	73%	(66)	9%	(8)	90
Agnostic/Nothing in particular	7%	(74)	15%	(158)	60%	(632)	19%	(197)	1061
Religious Non-Protestant/Catholic	11%	(15)	17%	(23)	64%	(87)	8%	(11)	136
Evangelical	7%	(41)	13%	(79)	63%	(394)	18%	(109)	623
Non-Evangelical	6%	(44)	12%	(93)	70%	(541)	12%	(94)	772
Community: Urban	9%	(49)	13%	(75)	64%	(362)	14%	(82)	567
Community: Suburban	7%	(72)	13%	(135)	66%	(687)	14%	(140)	1035
Community: Rural	5%	(31)	14%	(84)	63%	(380)	17%	(104)	599

Continued on next page

Table CMT3_4: *And to what extent are the following reasons you do not go to the movies more frequently?
Lack of access to premium screen formats such as IMAX or 3D*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	7%	(152)	13%	(294)	65%	(1428)	15%	(326)	2200
Employ: Private Sector	9%	(54)	16%	(100)	66%	(410)	9%	(59)	623
Employ: Government	9%	(13)	12%	(16)	69%	(95)	10%	(13)	137
Employ: Self-Employed	8%	(17)	17%	(33)	58%	(116)	17%	(33)	198
Employ: Homemaker	4%	(6)	13%	(19)	69%	(97)	14%	(20)	140
Employ: Student	10%	(14)	13%	(17)	60%	(79)	17%	(23)	133
Employ: Retired	4%	(20)	10%	(48)	70%	(334)	15%	(72)	474
Employ: Unemployed	6%	(16)	16%	(40)	59%	(151)	20%	(51)	259
Employ: Other	5%	(13)	9%	(21)	62%	(145)	24%	(57)	235
Military HH: Yes	5%	(17)	12%	(43)	71%	(256)	13%	(46)	361
Military HH: No	7%	(135)	14%	(251)	64%	(1172)	15%	(280)	1839
RD/WT: Right Direction	7%	(61)	15%	(132)	63%	(546)	15%	(133)	872
RD/WT: Wrong Track	7%	(90)	12%	(162)	66%	(882)	15%	(194)	1328
Trump Job Approve	7%	(63)	15%	(135)	64%	(591)	15%	(134)	924
Trump Job Disapprove	7%	(84)	13%	(143)	67%	(767)	13%	(144)	1138
Trump Job Strongly Approve	7%	(36)	12%	(62)	64%	(323)	17%	(83)	505
Trump Job Somewhat Approve	6%	(26)	17%	(73)	64%	(268)	12%	(51)	419
Trump Job Somewhat Disapprove	9%	(24)	11%	(30)	71%	(197)	10%	(28)	279
Trump Job Strongly Disapprove	7%	(60)	13%	(114)	66%	(570)	14%	(116)	860
Favorable of Trump	6%	(57)	15%	(129)	64%	(567)	15%	(134)	888
Unfavorable of Trump	7%	(84)	12%	(140)	70%	(802)	11%	(128)	1153
Very Favorable of Trump	8%	(40)	13%	(65)	63%	(321)	17%	(86)	512
Somewhat Favorable of Trump	5%	(18)	17%	(63)	66%	(246)	13%	(48)	376
Somewhat Unfavorable of Trump	6%	(15)	10%	(22)	73%	(167)	11%	(24)	228
Very Unfavorable of Trump	7%	(69)	13%	(118)	69%	(634)	11%	(104)	925

Continued on next page

Table CMT3_4: *And to what extent are the following reasons you do not go to the movies more frequently?
 Lack of access to premium screen formats such as IMAX or 3D*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(152)	13%	(294)	65%	(1428)	15%	(326)	2200
#1 Issue: Economy	7%	(36)	14%	(74)	65%	(340)	14%	(72)	522
#1 Issue: Security	7%	(30)	12%	(55)	67%	(301)	14%	(62)	448
#1 Issue: Health Care	7%	(22)	12%	(38)	68%	(216)	13%	(42)	318
#1 Issue: Medicare / Social Security	8%	(24)	9%	(25)	66%	(196)	17%	(51)	295
#1 Issue: Women's Issues	5%	(10)	12%	(24)	70%	(135)	12%	(24)	192
#1 Issue: Education	7%	(11)	23%	(37)	54%	(86)	15%	(24)	159
#1 Issue: Energy	9%	(12)	14%	(20)	65%	(88)	12%	(16)	136
#1 Issue: Other	5%	(7)	16%	(21)	51%	(66)	28%	(36)	130
2018 House Vote: Democrat	7%	(52)	14%	(106)	68%	(529)	12%	(90)	777
2018 House Vote: Republican	6%	(43)	12%	(83)	68%	(460)	14%	(94)	680
2018 House Vote: Someone else	8%	(9)	15%	(17)	57%	(65)	20%	(23)	115
2018 House Vote: Didn't Vote	7%	(43)	14%	(87)	60%	(372)	19%	(117)	619
2016 Vote: Hillary Clinton	7%	(48)	13%	(91)	68%	(461)	11%	(73)	673
2016 Vote: Donald Trump	6%	(39)	13%	(91)	69%	(470)	12%	(85)	686
2016 Vote: Someone else	7%	(12)	11%	(20)	69%	(124)	13%	(24)	180
2016 Vote: Didn't Vote	8%	(50)	14%	(93)	56%	(370)	22%	(143)	655
Voted in 2014: Yes	6%	(82)	14%	(183)	68%	(916)	13%	(169)	1351
Voted in 2014: No	8%	(70)	13%	(110)	60%	(512)	19%	(157)	849
2012 Vote: Barack Obama	7%	(55)	15%	(119)	67%	(542)	11%	(93)	808
2012 Vote: Mitt Romney	4%	(22)	12%	(61)	71%	(359)	13%	(63)	505
2012 Vote: Other	5%	(6)	12%	(14)	73%	(80)	9%	(10)	110
2012 Vote: Didn't Vote	9%	(69)	13%	(100)	57%	(442)	21%	(158)	769
4-Region: Northeast	7%	(29)	10%	(41)	68%	(268)	14%	(56)	394
4-Region: Midwest	7%	(31)	13%	(61)	66%	(306)	14%	(64)	462
4-Region: South	6%	(50)	13%	(106)	64%	(531)	17%	(137)	824
4-Region: West	8%	(43)	16%	(85)	62%	(323)	13%	(69)	520
Frequent movie goers	12%	(38)	18%	(55)	58%	(179)	11%	(35)	307

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Table CMT3_4: *And to what extent are the following reasons you do not go to the movies more frequently?
Lack of access to premium screen formats such as IMAX or 3D*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	7%	(152)	13%	(294)	65%	(1428)	15%	(326)	2200
Occasional movie goers	8%	(76)	15%	(134)	66%	(588)	10%	(91)	889
Infrequent movie goers	4%	(39)	10%	(104)	66%	(660)	20%	(200)	1003

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

**Table CMT3_5: And to what extent are the following reasons you do not go to the movies more frequently?
 Lack of access to premium audio options such as Dolby Digital**

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	5%	(117)	13%	(289)	65%	(1430)	17%	(364)	2200
Gender: Male	8%	(85)	14%	(152)	61%	(651)	16%	(173)	1062
Gender: Female	3%	(31)	12%	(137)	68%	(779)	17%	(191)	1138
Age: 18-29	9%	(46)	13%	(64)	59%	(295)	19%	(98)	503
Age: 30-44	6%	(32)	18%	(89)	61%	(313)	15%	(76)	510
Age: 45-54	4%	(17)	13%	(51)	68%	(274)	15%	(62)	404
Age: 55-64	3%	(9)	13%	(46)	67%	(231)	18%	(61)	347
Age: 65+	3%	(13)	9%	(39)	73%	(317)	15%	(67)	436
Generation Z: 18-22	8%	(21)	13%	(33)	56%	(146)	23%	(60)	260
Millennial: Age 23-38	8%	(46)	16%	(88)	61%	(345)	16%	(90)	569
Generation X: Age 39-54	5%	(28)	14%	(83)	66%	(391)	15%	(86)	588
Boomers: Age 55-73	3%	(20)	11%	(80)	71%	(496)	15%	(107)	703
PID: Dem (no lean)	6%	(49)	13%	(107)	68%	(548)	12%	(97)	801
PID: Ind (no lean)	4%	(29)	13%	(98)	59%	(429)	24%	(172)	728
PID: Rep (no lean)	6%	(38)	13%	(85)	68%	(453)	14%	(95)	671
PID/Gender: Dem Men	8%	(29)	15%	(52)	65%	(227)	12%	(44)	352
PID/Gender: Dem Women	5%	(20)	12%	(55)	71%	(321)	12%	(53)	449
PID/Gender: Ind Men	6%	(21)	13%	(47)	59%	(220)	23%	(84)	372
PID/Gender: Ind Women	2%	(8)	14%	(51)	59%	(208)	25%	(88)	355
PID/Gender: Rep Men	10%	(35)	16%	(53)	60%	(203)	14%	(46)	338
PID/Gender: Rep Women	1%	(3)	9%	(31)	75%	(250)	15%	(49)	334
Ideo: Liberal (1-3)	6%	(44)	15%	(106)	67%	(466)	12%	(85)	701
Ideo: Moderate (4)	4%	(20)	13%	(62)	68%	(334)	15%	(74)	489
Ideo: Conservative (5-7)	5%	(40)	13%	(98)	68%	(492)	14%	(99)	729

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Table CMT3_5: *And to what extent are the following reasons you do not go to the movies more frequently?
Lack of access to premium audio options such as Dolby Digital*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	5%	(117)	13%	(289)	65%	(1430)	17%	(364)	2200
Educ: < College	5%	(83)	13%	(203)	61%	(922)	20%	(304)	1512
Educ: Bachelors degree	5%	(21)	13%	(57)	74%	(326)	9%	(39)	444
Educ: Post-grad	5%	(12)	12%	(29)	75%	(182)	8%	(20)	244
Income: Under 50k	6%	(76)	13%	(167)	60%	(787)	21%	(279)	1310
Income: 50k-100k	5%	(27)	13%	(77)	72%	(423)	10%	(62)	589
Income: 100k+	4%	(13)	15%	(45)	73%	(219)	8%	(23)	301
Ethnicity: White	4%	(73)	12%	(215)	68%	(1173)	15%	(261)	1722
Ethnicity: Hispanic	8%	(29)	18%	(62)	57%	(199)	17%	(59)	349
Ethnicity: Afr. Am.	10%	(28)	14%	(39)	53%	(145)	23%	(63)	274
Ethnicity: Other	8%	(15)	17%	(36)	55%	(113)	20%	(40)	204
All Christian	5%	(43)	12%	(110)	72%	(677)	12%	(116)	946
All Non-Christian	15%	(15)	12%	(12)	62%	(64)	11%	(11)	103
Atheist	2%	(2)	13%	(12)	77%	(69)	8%	(7)	90
Agnostic/Nothing in particular	5%	(57)	15%	(155)	58%	(620)	22%	(229)	1061
Religious Non-Protestant/Catholic	11%	(15)	12%	(16)	68%	(92)	9%	(13)	136
Evangelical	6%	(37)	13%	(81)	61%	(378)	20%	(127)	623
Non-Evangelical	4%	(31)	12%	(93)	71%	(549)	13%	(99)	772
Community: Urban	7%	(37)	14%	(77)	63%	(358)	17%	(94)	567
Community: Suburban	5%	(51)	13%	(138)	67%	(695)	15%	(151)	1035
Community: Rural	5%	(29)	12%	(74)	63%	(377)	20%	(119)	599

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Table CMT3_5: *And to what extent are the following reasons you do not go to the movies more frequently?
 Lack of access to premium audio options such as Dolby Digital*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	5%	(117)	13%	(289)	65%	(1430)	17%	(364)	2200
Employ: Private Sector	6%	(38)	18%	(112)	67%	(417)	9%	(55)	623
Employ: Government	2%	(3)	21%	(29)	68%	(93)	8%	(11)	137
Employ: Self-Employed	7%	(15)	10%	(20)	64%	(126)	19%	(37)	198
Employ: Homemaker	2%	(3)	16%	(23)	63%	(88)	19%	(27)	140
Employ: Student	10%	(13)	10%	(13)	60%	(80)	20%	(27)	133
Employ: Retired	4%	(20)	9%	(43)	69%	(326)	18%	(86)	474
Employ: Unemployed	6%	(16)	13%	(33)	60%	(155)	21%	(55)	259
Employ: Other	4%	(9)	7%	(16)	62%	(145)	28%	(65)	235
Military HH: Yes	5%	(17)	11%	(41)	69%	(250)	15%	(54)	361
Military HH: No	5%	(100)	14%	(249)	64%	(1180)	17%	(310)	1839
RD/WT: Right Direction	6%	(56)	14%	(122)	62%	(545)	17%	(149)	872
RD/WT: Wrong Track	5%	(60)	13%	(167)	67%	(885)	16%	(215)	1328
Trump Job Approve	5%	(49)	15%	(137)	64%	(592)	16%	(145)	924
Trump Job Disapprove	5%	(62)	13%	(144)	68%	(779)	14%	(154)	1138
Trump Job Strongly Approve	6%	(31)	14%	(69)	64%	(322)	16%	(82)	505
Trump Job Somewhat Approve	4%	(18)	16%	(67)	64%	(270)	15%	(63)	419
Trump Job Somewhat Disapprove	7%	(20)	14%	(39)	67%	(188)	11%	(32)	279
Trump Job Strongly Disapprove	5%	(42)	12%	(105)	69%	(590)	14%	(122)	860
Favorable of Trump	4%	(39)	14%	(127)	65%	(575)	16%	(146)	888
Unfavorable of Trump	5%	(61)	13%	(146)	69%	(799)	13%	(146)	1153
Very Favorable of Trump	6%	(31)	13%	(68)	64%	(330)	16%	(84)	512
Somewhat Favorable of Trump	2%	(8)	16%	(60)	65%	(246)	17%	(62)	376
Somewhat Unfavorable of Trump	7%	(16)	11%	(26)	69%	(157)	13%	(30)	228
Very Unfavorable of Trump	5%	(46)	13%	(121)	69%	(642)	13%	(116)	925

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Table CMT3_5: And to what extent are the following reasons you do not go to the movies more frequently?
Lack of access to premium audio options such as Dolby Digital

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	5%	(117)	13%	(289)	65%	(1430)	17%	(364)	2200
#1 Issue: Economy	7%	(36)	14%	(75)	64%	(333)	15%	(78)	522
#1 Issue: Security	4%	(16)	15%	(66)	67%	(302)	14%	(64)	448
#1 Issue: Health Care	4%	(11)	14%	(44)	70%	(221)	13%	(41)	318
#1 Issue: Medicare / Social Security	5%	(16)	12%	(37)	62%	(184)	20%	(59)	295
#1 Issue: Women's Issues	5%	(10)	9%	(17)	66%	(128)	20%	(38)	192
#1 Issue: Education	6%	(9)	16%	(25)	64%	(101)	15%	(24)	159
#1 Issue: Energy	7%	(9)	9%	(12)	71%	(97)	13%	(18)	136
#1 Issue: Other	7%	(9)	11%	(14)	50%	(65)	32%	(42)	130
2018 House Vote: Democrat	6%	(43)	13%	(103)	70%	(541)	12%	(91)	777
2018 House Vote: Republican	5%	(31)	13%	(89)	68%	(463)	14%	(97)	680
2018 House Vote: Someone else	1%	(1)	16%	(19)	49%	(56)	34%	(39)	115
2018 House Vote: Didnt Vote	6%	(38)	13%	(77)	60%	(369)	22%	(134)	619
2016 Vote: Hillary Clinton	5%	(35)	14%	(91)	70%	(470)	11%	(77)	673
2016 Vote: Donald Trump	5%	(35)	13%	(89)	69%	(471)	13%	(90)	686
2016 Vote: Someone else	2%	(4)	11%	(20)	69%	(123)	18%	(32)	180
2016 Vote: Didnt Vote	6%	(41)	13%	(88)	55%	(363)	25%	(164)	655
Voted in 2014: Yes	5%	(69)	13%	(179)	68%	(920)	14%	(183)	1351
Voted in 2014: No	6%	(47)	13%	(110)	60%	(511)	21%	(181)	849
2012 Vote: Barack Obama	6%	(45)	14%	(114)	67%	(543)	13%	(106)	808
2012 Vote: Mitt Romney	4%	(18)	13%	(64)	71%	(360)	13%	(64)	505
2012 Vote: Other	2%	(2)	9%	(10)	72%	(79)	16%	(18)	110
2012 Vote: Didn't Vote	7%	(51)	13%	(100)	58%	(443)	23%	(174)	769
4-Region: Northeast	6%	(24)	9%	(35)	69%	(270)	16%	(65)	394
4-Region: Midwest	5%	(24)	13%	(59)	66%	(306)	16%	(73)	462
4-Region: South	5%	(42)	14%	(117)	63%	(520)	18%	(146)	824
4-Region: West	5%	(27)	15%	(79)	64%	(335)	15%	(79)	520
Frequent movie goers	11%	(34)	18%	(54)	60%	(184)	12%	(36)	307

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Table CMT3_5: *And to what extent are the following reasons you do not go to the movies more frequently?
Lack of access to premium audio options such as Dolby Digital*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	5%	(117)	13%	(289)	65%	(1430)	17%	(364)	2200
Occasional movie goers	6%	(54)	17%	(148)	66%	(589)	11%	(98)	889
Infrequent movie goers	3%	(29)	9%	(87)	66%	(657)	23%	(230)	1003

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

Table CMT3_6: *And to what extent are the following reasons you do not go to the movies more frequently?*
Not enough food options

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	5%	(116)	15%	(322)	66%	(1446)	14%	(315)	2200
Gender: Male	7%	(72)	15%	(159)	64%	(677)	15%	(155)	1062
Gender: Female	4%	(45)	14%	(164)	68%	(769)	14%	(161)	1138
Age: 18-29	11%	(53)	17%	(88)	57%	(288)	15%	(75)	503
Age: 30-44	7%	(33)	17%	(85)	64%	(326)	13%	(66)	510
Age: 45-54	3%	(11)	15%	(63)	68%	(276)	14%	(55)	404
Age: 55-64	2%	(7)	14%	(50)	68%	(237)	15%	(53)	347
Age: 65+	3%	(13)	9%	(37)	73%	(319)	15%	(67)	436
Generation Z: 18-22	11%	(30)	18%	(46)	55%	(144)	15%	(40)	260
Millennial: Age 23-38	8%	(46)	16%	(94)	61%	(347)	14%	(81)	569
Generation X: Age 39-54	3%	(20)	16%	(95)	68%	(398)	13%	(75)	588
Boomers: Age 55-73	3%	(18)	12%	(85)	71%	(501)	14%	(99)	703
PID: Dem (no lean)	5%	(39)	15%	(121)	69%	(555)	11%	(87)	801
PID: Ind (no lean)	6%	(42)	16%	(117)	60%	(439)	18%	(130)	728
PID: Rep (no lean)	5%	(36)	13%	(85)	67%	(452)	15%	(98)	671
PID/Gender: Dem Men	6%	(22)	16%	(58)	68%	(239)	10%	(34)	352
PID/Gender: Dem Women	4%	(16)	14%	(63)	70%	(317)	12%	(53)	449
PID/Gender: Ind Men	7%	(27)	14%	(53)	61%	(227)	18%	(66)	372
PID/Gender: Ind Women	4%	(15)	18%	(64)	60%	(212)	18%	(64)	355
PID/Gender: Rep Men	7%	(23)	14%	(48)	63%	(211)	16%	(55)	338
PID/Gender: Rep Women	4%	(13)	11%	(37)	72%	(241)	13%	(43)	334
Ideo: Liberal (1-3)	6%	(45)	17%	(119)	66%	(464)	10%	(73)	701
Ideo: Moderate (4)	6%	(28)	14%	(69)	67%	(327)	13%	(65)	489
Ideo: Conservative (5-7)	3%	(22)	13%	(93)	71%	(516)	13%	(98)	729

Continued on next page

Table CMT3_6: *And to what extent are the following reasons you do not go to the movies more frequently?*
Not enough food options

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(116)	15%	(322)	66%	(1446)	14%	(315)	2200
Educ: < College	6%	(90)	15%	(223)	62%	(943)	17%	(257)	1512
Educ: Bachelors degree	4%	(16)	16%	(72)	71%	(315)	9%	(41)	444
Educ: Post-grad	5%	(11)	11%	(27)	77%	(188)	7%	(18)	244
Income: Under 50k	6%	(81)	14%	(187)	62%	(814)	17%	(228)	1310
Income: 50k-100k	5%	(26)	16%	(96)	69%	(405)	10%	(61)	589
Income: 100k+	3%	(9)	13%	(39)	75%	(227)	9%	(27)	301
Ethnicity: White	4%	(68)	13%	(232)	69%	(1184)	14%	(237)	1722
Ethnicity: Hispanic	8%	(29)	14%	(50)	63%	(221)	14%	(48)	349
Ethnicity: Afr. Am.	11%	(30)	19%	(53)	53%	(146)	16%	(45)	274
Ethnicity: Other	9%	(18)	18%	(38)	57%	(116)	16%	(33)	204
All Christian	4%	(42)	13%	(124)	71%	(672)	11%	(108)	946
All Non-Christian	9%	(9)	15%	(16)	64%	(66)	12%	(12)	103
Atheist	5%	(4)	10%	(9)	78%	(70)	7%	(6)	90
Agnostic/Nothing in particular	6%	(61)	16%	(174)	60%	(638)	18%	(189)	1061
Religious Non-Protestant/Catholic	7%	(9)	14%	(20)	70%	(95)	9%	(13)	136
Evangelical	5%	(32)	13%	(81)	65%	(404)	17%	(106)	623
Non-Evangelical	4%	(33)	14%	(109)	70%	(537)	12%	(93)	772
Community: Urban	7%	(37)	14%	(77)	66%	(374)	14%	(78)	567
Community: Suburban	5%	(54)	15%	(160)	66%	(683)	13%	(138)	1035
Community: Rural	4%	(25)	14%	(85)	65%	(389)	17%	(99)	599

Continued on next page

Table CMT3_6: *And to what extent are the following reasons you do not go to the movies more frequently?*
Not enough food options

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	5%	(116)	15%	(322)	66%	(1446)	14%	(315)	2200
Employ: Private Sector	5%	(31)	16%	(103)	70%	(433)	9%	(55)	623
Employ: Government	6%	(8)	18%	(25)	69%	(95)	7%	(10)	137
Employ: Self-Employed	7%	(14)	16%	(32)	61%	(121)	15%	(30)	198
Employ: Homemaker	2%	(3)	19%	(27)	64%	(90)	14%	(20)	140
Employ: Student	11%	(15)	16%	(21)	60%	(79)	13%	(18)	133
Employ: Retired	3%	(12)	12%	(56)	69%	(329)	16%	(77)	474
Employ: Unemployed	5%	(13)	15%	(39)	60%	(155)	20%	(52)	259
Employ: Other	9%	(20)	9%	(20)	61%	(143)	22%	(52)	235
Military HH: Yes	5%	(17)	11%	(41)	71%	(256)	13%	(47)	361
Military HH: No	5%	(99)	15%	(281)	65%	(1190)	15%	(269)	1839
RD/WT: Right Direction	6%	(49)	14%	(126)	64%	(561)	16%	(136)	872
RD/WT: Wrong Track	5%	(68)	15%	(196)	67%	(885)	13%	(179)	1328
Trump Job Approve	5%	(44)	15%	(134)	67%	(616)	14%	(130)	924
Trump Job Disapprove	6%	(64)	15%	(165)	68%	(775)	12%	(134)	1138
Trump Job Strongly Approve	4%	(21)	13%	(67)	68%	(341)	15%	(76)	505
Trump Job Somewhat Approve	6%	(23)	16%	(67)	66%	(275)	13%	(54)	419
Trump Job Somewhat Disapprove	7%	(20)	10%	(28)	72%	(200)	11%	(30)	279
Trump Job Strongly Disapprove	5%	(43)	16%	(137)	67%	(575)	12%	(104)	860
Favorable of Trump	4%	(38)	14%	(126)	67%	(592)	15%	(131)	888
Unfavorable of Trump	6%	(67)	15%	(178)	69%	(792)	10%	(116)	1153
Very Favorable of Trump	4%	(21)	14%	(69)	67%	(344)	15%	(78)	512
Somewhat Favorable of Trump	4%	(17)	15%	(57)	66%	(248)	14%	(54)	376
Somewhat Unfavorable of Trump	5%	(12)	13%	(30)	70%	(160)	12%	(26)	228
Very Unfavorable of Trump	6%	(55)	16%	(148)	68%	(632)	10%	(90)	925

Continued on next page

Table CMT3_6: And to what extent are the following reasons you do not go to the movies more frequently?
 Not enough food options

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	5%	(116)	15%	(322)	66%	(1446)	14%	(315)	2200
#1 Issue: Economy	5%	(25)	16%	(85)	65%	(337)	14%	(74)	522
#1 Issue: Security	3%	(14)	14%	(63)	69%	(311)	13%	(60)	448
#1 Issue: Health Care	6%	(18)	11%	(35)	73%	(231)	11%	(33)	318
#1 Issue: Medicare / Social Security	4%	(11)	12%	(34)	68%	(200)	17%	(50)	295
#1 Issue: Women's Issues	9%	(17)	16%	(31)	64%	(123)	11%	(21)	192
#1 Issue: Education	8%	(13)	25%	(40)	55%	(87)	12%	(19)	159
#1 Issue: Energy	11%	(14)	12%	(16)	64%	(88)	13%	(18)	136
#1 Issue: Other	4%	(5)	13%	(17)	53%	(69)	30%	(39)	130
2018 House Vote: Democrat	5%	(37)	16%	(127)	69%	(536)	10%	(77)	777
2018 House Vote: Republican	4%	(28)	12%	(85)	70%	(478)	13%	(89)	680
2018 House Vote: Someone else	4%	(4)	16%	(19)	57%	(65)	23%	(26)	115
2018 House Vote: Didnt Vote	7%	(43)	15%	(91)	59%	(365)	19%	(120)	619
2016 Vote: Hillary Clinton	4%	(27)	16%	(108)	71%	(477)	9%	(62)	673
2016 Vote: Donald Trump	4%	(29)	13%	(92)	70%	(478)	13%	(87)	686
2016 Vote: Someone else	6%	(10)	14%	(26)	66%	(119)	14%	(24)	180
2016 Vote: Didnt Vote	8%	(50)	15%	(96)	56%	(368)	21%	(141)	655
Voted in 2014: Yes	4%	(53)	15%	(206)	69%	(931)	12%	(161)	1351
Voted in 2014: No	7%	(64)	14%	(116)	61%	(515)	18%	(154)	849
2012 Vote: Barack Obama	4%	(32)	16%	(131)	69%	(559)	11%	(85)	808
2012 Vote: Mitt Romney	4%	(20)	11%	(58)	72%	(365)	12%	(63)	505
2012 Vote: Other	1%	(1)	13%	(14)	73%	(80)	13%	(14)	110
2012 Vote: Didn't Vote	8%	(63)	15%	(118)	57%	(439)	19%	(150)	769
4-Region: Northeast	4%	(17)	14%	(54)	68%	(267)	14%	(55)	394
4-Region: Midwest	5%	(23)	12%	(57)	69%	(321)	13%	(61)	462
4-Region: South	6%	(46)	16%	(134)	63%	(519)	15%	(125)	824
4-Region: West	6%	(29)	15%	(77)	65%	(339)	14%	(75)	520
Frequent movie goers	7%	(21)	20%	(62)	62%	(192)	11%	(33)	307

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Table CMT3_6: *And to what extent are the following reasons you do not go to the movies more frequently?
Not enough food options*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	5%	(116)	15%	(322)	66%	(1446)	14%	(315)	2200
Occasional movie goers	6%	(56)	17%	(152)	67%	(592)	10%	(89)	889
Infrequent movie goers	4%	(40)	11%	(109)	66%	(662)	19%	(193)	1003

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

Table CMT3_7: And to what extent are the following reasons you do not go to the movies more frequently?
 Not enough healthy food options

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	6%	(143)	13%	(285)	65%	(1440)	15%	(333)	2200
Gender: Male	7%	(77)	13%	(141)	64%	(678)	16%	(165)	1062
Gender: Female	6%	(66)	13%	(143)	67%	(761)	15%	(168)	1138
Age: 18-29	9%	(45)	15%	(78)	58%	(294)	17%	(86)	503
Age: 30-44	9%	(43)	14%	(71)	65%	(332)	12%	(63)	510
Age: 45-54	6%	(25)	11%	(44)	67%	(271)	16%	(63)	404
Age: 55-64	4%	(12)	12%	(42)	68%	(237)	16%	(56)	347
Age: 65+	4%	(17)	11%	(50)	70%	(305)	15%	(64)	436
Generation Z: 18-22	10%	(27)	16%	(43)	56%	(145)	18%	(46)	260
Millennial: Age 23-38	8%	(46)	14%	(82)	63%	(358)	15%	(83)	569
Generation X: Age 39-54	7%	(41)	11%	(68)	67%	(395)	14%	(84)	588
Boomers: Age 55-73	4%	(25)	12%	(88)	70%	(492)	14%	(99)	703
PID: Dem (no lean)	7%	(53)	14%	(110)	68%	(542)	12%	(96)	801
PID: Ind (no lean)	6%	(42)	13%	(94)	61%	(446)	20%	(147)	728
PID: Rep (no lean)	7%	(48)	12%	(81)	67%	(453)	13%	(90)	671
PID/Gender: Dem Men	8%	(27)	15%	(54)	66%	(232)	11%	(39)	352
PID/Gender: Dem Women	6%	(26)	12%	(56)	69%	(310)	13%	(58)	449
PID/Gender: Ind Men	7%	(25)	10%	(37)	61%	(227)	22%	(83)	372
PID/Gender: Ind Women	5%	(17)	16%	(56)	62%	(218)	18%	(64)	355
PID/Gender: Rep Men	8%	(25)	15%	(50)	65%	(219)	13%	(43)	338
PID/Gender: Rep Women	7%	(23)	9%	(31)	70%	(233)	14%	(46)	334
Ideo: Liberal (1-3)	7%	(46)	17%	(121)	66%	(461)	10%	(72)	701
Ideo: Moderate (4)	8%	(37)	12%	(60)	66%	(320)	14%	(71)	489
Ideo: Conservative (5-7)	5%	(37)	11%	(84)	70%	(512)	13%	(97)	729

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Table CMT3_7: And to what extent are the following reasons you do not go to the movies more frequently?
Not enough healthy food options

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	6%	(143)	13%	(285)	65%	(1440)	15%	(333)	2200
Educ: < College	7%	(106)	12%	(185)	63%	(949)	18%	(273)	1512
Educ: Bachelors degree	6%	(28)	14%	(62)	71%	(314)	9%	(39)	444
Educ: Post-grad	3%	(8)	15%	(38)	72%	(177)	9%	(21)	244
Income: Under 50k	6%	(82)	11%	(150)	63%	(827)	19%	(251)	1310
Income: 50k-100k	7%	(41)	15%	(89)	68%	(399)	10%	(59)	589
Income: 100k+	7%	(20)	15%	(45)	71%	(213)	8%	(23)	301
Ethnicity: White	6%	(100)	12%	(211)	68%	(1177)	14%	(234)	1722
Ethnicity: Hispanic	9%	(32)	13%	(44)	61%	(212)	18%	(61)	349
Ethnicity: Afr. Am.	10%	(27)	16%	(43)	52%	(144)	22%	(61)	274
Ethnicity: Other	8%	(16)	15%	(31)	58%	(119)	19%	(38)	204
All Christian	6%	(54)	11%	(107)	71%	(671)	12%	(115)	946
All Non-Christian	10%	(10)	20%	(21)	56%	(57)	14%	(15)	103
Atheist	7%	(6)	15%	(13)	72%	(65)	6%	(5)	90
Agnostic/Nothing in particular	7%	(73)	14%	(144)	61%	(646)	19%	(198)	1061
Religious Non-Protestant/Catholic	8%	(11)	17%	(23)	64%	(86)	11%	(15)	136
Evangelical	5%	(31)	14%	(85)	62%	(388)	19%	(119)	623
Non-Evangelical	6%	(50)	11%	(83)	71%	(548)	12%	(92)	772
Community: Urban	7%	(42)	12%	(69)	65%	(367)	16%	(88)	567
Community: Suburban	6%	(62)	13%	(135)	67%	(695)	14%	(142)	1035
Community: Rural	6%	(38)	13%	(80)	63%	(378)	17%	(102)	599

Continued on next page

Table CMT3_7: And to what extent are the following reasons you do not go to the movies more frequently?
Not enough healthy food options

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	6%	(143)	13%	(285)	65%	(1440)	15%	(333)	2200
Employ: Private Sector	7%	(41)	15%	(93)	70%	(433)	9%	(55)	623
Employ: Government	5%	(7)	18%	(24)	71%	(98)	6%	(8)	137
Employ: Self-Employed	10%	(20)	9%	(19)	64%	(126)	17%	(33)	198
Employ: Homemaker	5%	(6)	16%	(23)	61%	(85)	19%	(26)	140
Employ: Student	10%	(14)	16%	(21)	62%	(82)	12%	(16)	133
Employ: Retired	5%	(23)	11%	(50)	67%	(318)	17%	(83)	474
Employ: Unemployed	7%	(17)	12%	(30)	60%	(155)	22%	(56)	259
Employ: Other	6%	(13)	10%	(24)	60%	(142)	24%	(56)	235
Military HH: Yes	4%	(15)	12%	(45)	70%	(252)	14%	(49)	361
Military HH: No	7%	(128)	13%	(239)	65%	(1188)	15%	(284)	1839
RD/WT: Right Direction	7%	(60)	14%	(126)	63%	(551)	15%	(135)	872
RD/WT: Wrong Track	6%	(82)	12%	(158)	67%	(889)	15%	(198)	1328
Trump Job Approve	7%	(63)	12%	(113)	67%	(619)	14%	(129)	924
Trump Job Disapprove	6%	(73)	13%	(153)	68%	(769)	13%	(143)	1138
Trump Job Strongly Approve	6%	(30)	11%	(57)	68%	(341)	15%	(77)	505
Trump Job Somewhat Approve	8%	(33)	13%	(56)	66%	(277)	13%	(53)	419
Trump Job Somewhat Disapprove	4%	(11)	15%	(41)	72%	(202)	9%	(25)	279
Trump Job Strongly Disapprove	7%	(63)	13%	(112)	66%	(567)	14%	(118)	860
Favorable of Trump	7%	(59)	12%	(105)	67%	(595)	14%	(128)	888
Unfavorable of Trump	6%	(72)	14%	(159)	69%	(791)	11%	(131)	1153
Very Favorable of Trump	7%	(34)	10%	(53)	68%	(350)	15%	(74)	512
Somewhat Favorable of Trump	7%	(25)	14%	(52)	65%	(245)	14%	(54)	376
Somewhat Unfavorable of Trump	3%	(8)	12%	(27)	74%	(170)	10%	(23)	228
Very Unfavorable of Trump	7%	(64)	14%	(132)	67%	(622)	12%	(108)	925

Continued on next page

Table CMT3_7: And to what extent are the following reasons you do not go to the movies more frequently?
Not enough healthy food options

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	6%	(143)	13%	(285)	65%	(1440)	15%	(333)	2200
#1 Issue: Economy	9%	(47)	10%	(53)	65%	(340)	16%	(81)	522
#1 Issue: Security	5%	(20)	12%	(56)	70%	(314)	13%	(57)	448
#1 Issue: Health Care	5%	(14)	11%	(37)	74%	(234)	10%	(33)	318
#1 Issue: Medicare / Social Security	5%	(16)	12%	(36)	66%	(195)	16%	(49)	295
#1 Issue: Women's Issues	8%	(15)	16%	(31)	61%	(118)	15%	(29)	192
#1 Issue: Education	11%	(17)	15%	(24)	58%	(92)	16%	(25)	159
#1 Issue: Energy	4%	(5)	19%	(26)	64%	(88)	13%	(18)	136
#1 Issue: Other	6%	(7)	17%	(22)	45%	(59)	32%	(42)	130
2018 House Vote: Democrat	7%	(51)	13%	(104)	68%	(531)	12%	(92)	777
2018 House Vote: Republican	6%	(38)	12%	(84)	70%	(477)	12%	(81)	680
2018 House Vote: Someone else	6%	(7)	11%	(13)	54%	(62)	29%	(33)	115
2018 House Vote: Didnt Vote	7%	(46)	13%	(82)	59%	(367)	20%	(125)	619
2016 Vote: Hillary Clinton	6%	(41)	13%	(85)	69%	(466)	12%	(81)	673
2016 Vote: Donald Trump	7%	(48)	10%	(68)	71%	(488)	12%	(83)	686
2016 Vote: Someone else	5%	(10)	15%	(27)	63%	(113)	17%	(30)	180
2016 Vote: Didnt Vote	7%	(43)	16%	(104)	56%	(370)	21%	(138)	655
Voted in 2014: Yes	6%	(82)	12%	(168)	68%	(923)	13%	(178)	1351
Voted in 2014: No	7%	(61)	14%	(116)	61%	(516)	18%	(155)	849
2012 Vote: Barack Obama	6%	(49)	13%	(102)	69%	(556)	13%	(101)	808
2012 Vote: Mitt Romney	6%	(31)	11%	(53)	72%	(364)	11%	(57)	505
2012 Vote: Other	4%	(5)	12%	(13)	70%	(77)	14%	(15)	110
2012 Vote: Didn't Vote	7%	(54)	15%	(116)	57%	(441)	20%	(157)	769
4-Region: Northeast	7%	(28)	11%	(43)	67%	(262)	15%	(60)	394
4-Region: Midwest	5%	(22)	11%	(52)	70%	(325)	14%	(64)	462
4-Region: South	8%	(65)	14%	(118)	63%	(517)	15%	(123)	824
4-Region: West	5%	(28)	14%	(71)	65%	(336)	16%	(85)	520
Frequent movie goers	6%	(19)	15%	(47)	65%	(199)	14%	(42)	307

Continued on next page

Table CMT3_7: And to what extent are the following reasons you do not go to the movies more frequently?
Not enough healthy food options

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	6%	(143)	13%	(285)	65%	(1440)	15%	(333)	2200
Occasional movie goers	8%	(68)	14%	(127)	67%	(600)	11%	(94)	889
Infrequent movie goers	6%	(56)	11%	(110)	64%	(641)	20%	(197)	1003

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

Table CMT3_8: *And to what extent are the following reasons you do not go to the movies more frequently?*
No alcohol options

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	5%	(108)	11%	(241)	70%	(1542)	14%	(310)	2200
Gender: Male	7%	(70)	11%	(121)	68%	(727)	14%	(145)	1062
Gender: Female	3%	(39)	11%	(120)	72%	(815)	14%	(165)	1138
Age: 18-29	6%	(31)	17%	(83)	61%	(304)	17%	(84)	503
Age: 30-44	9%	(44)	13%	(64)	68%	(344)	11%	(57)	510
Age: 45-54	4%	(15)	10%	(42)	73%	(293)	13%	(54)	404
Age: 55-64	2%	(7)	9%	(30)	75%	(262)	14%	(48)	347
Age: 65+	2%	(11)	5%	(21)	78%	(338)	15%	(66)	436
Generation Z: 18-22	6%	(15)	15%	(38)	62%	(162)	17%	(45)	260
Millennial: Age 23-38	9%	(50)	15%	(83)	63%	(358)	14%	(78)	569
Generation X: Age 39-54	4%	(25)	12%	(68)	72%	(422)	12%	(73)	588
Boomers: Age 55-73	2%	(17)	7%	(50)	77%	(542)	14%	(95)	703
PID: Dem (no lean)	4%	(35)	12%	(93)	73%	(584)	11%	(89)	801
PID: Ind (no lean)	5%	(37)	11%	(80)	66%	(477)	18%	(134)	728
PID: Rep (no lean)	5%	(36)	10%	(67)	72%	(481)	13%	(87)	671
PID/Gender: Dem Men	6%	(21)	11%	(40)	72%	(253)	11%	(37)	352
PID/Gender: Dem Women	3%	(14)	12%	(54)	74%	(331)	11%	(51)	449
PID/Gender: Ind Men	6%	(23)	11%	(39)	66%	(245)	17%	(65)	372
PID/Gender: Ind Women	4%	(14)	11%	(41)	65%	(232)	19%	(69)	355
PID/Gender: Rep Men	7%	(25)	12%	(42)	68%	(228)	13%	(42)	338
PID/Gender: Rep Women	3%	(11)	8%	(25)	76%	(253)	13%	(45)	334
Ideo: Liberal (1-3)	7%	(47)	13%	(93)	70%	(494)	10%	(67)	701
Ideo: Moderate (4)	5%	(26)	10%	(49)	71%	(347)	14%	(67)	489
Ideo: Conservative (5-7)	3%	(24)	9%	(63)	74%	(542)	14%	(100)	729

Continued on next page

Table CMT3_8: *And to what extent are the following reasons you do not go to the movies more frequently?*
No alcohol options

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	5%	(108)	11%	(241)	70%	(1542)	14%	(310)	2200
Educ: < College	6%	(84)	11%	(164)	67%	(1016)	16%	(248)	1512
Educ: Bachelors degree	3%	(15)	12%	(54)	75%	(331)	10%	(45)	444
Educ: Post-grad	4%	(9)	9%	(23)	80%	(195)	7%	(17)	244
Income: Under 50k	5%	(65)	12%	(152)	67%	(871)	17%	(221)	1310
Income: 50k-100k	5%	(31)	11%	(62)	74%	(433)	11%	(63)	589
Income: 100k+	4%	(12)	9%	(26)	79%	(237)	8%	(26)	301
Ethnicity: White	4%	(72)	10%	(174)	72%	(1247)	13%	(229)	1722
Ethnicity: Hispanic	7%	(24)	15%	(51)	65%	(228)	13%	(47)	349
Ethnicity: Afr. Am.	8%	(21)	14%	(38)	60%	(166)	18%	(49)	274
Ethnicity: Other	7%	(15)	14%	(29)	63%	(129)	15%	(32)	204
All Christian	4%	(33)	8%	(76)	76%	(719)	13%	(119)	946
All Non-Christian	5%	(5)	15%	(15)	68%	(70)	12%	(13)	103
Atheist	6%	(6)	18%	(16)	74%	(67)	2%	(2)	90
Agnostic/Nothing in particular	6%	(64)	13%	(134)	65%	(687)	17%	(176)	1061
Religious Non-Protestant/Catholic	5%	(7)	12%	(16)	73%	(99)	10%	(14)	136
Evangelical	4%	(27)	9%	(54)	68%	(425)	19%	(116)	623
Non-Evangelical	4%	(31)	10%	(76)	74%	(569)	12%	(96)	772
Community: Urban	7%	(41)	9%	(52)	70%	(398)	13%	(75)	567
Community: Suburban	4%	(45)	12%	(125)	70%	(726)	13%	(139)	1035
Community: Rural	4%	(22)	11%	(64)	70%	(417)	16%	(96)	599

Continued on next page

Table CMT3_8: *And to what extent are the following reasons you do not go to the movies more frequently?*

No alcohol options

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	5%	(108)	11%	(241)	70%	(1542)	14%	(310)	2200
Employ: Private Sector	5%	(33)	11%	(71)	75%	(469)	8%	(50)	623
Employ: Government	2%	(3)	19%	(27)	71%	(97)	8%	(10)	137
Employ: Self-Employed	6%	(11)	10%	(19)	70%	(138)	15%	(30)	198
Employ: Homemaker	7%	(9)	14%	(20)	62%	(86)	18%	(25)	140
Employ: Student	6%	(7)	15%	(20)	66%	(88)	13%	(17)	133
Employ: Retired	3%	(12)	6%	(28)	76%	(359)	16%	(76)	474
Employ: Unemployed	7%	(18)	13%	(33)	61%	(159)	19%	(49)	259
Employ: Other	6%	(14)	10%	(24)	62%	(146)	22%	(52)	235
Military HH: Yes	3%	(12)	11%	(39)	73%	(265)	13%	(46)	361
Military HH: No	5%	(96)	11%	(202)	69%	(1277)	14%	(264)	1839
RD/WT: Right Direction	6%	(54)	10%	(92)	68%	(591)	16%	(136)	872
RD/WT: Wrong Track	4%	(54)	11%	(149)	72%	(950)	13%	(174)	1328
Trump Job Approve	6%	(51)	10%	(93)	70%	(650)	14%	(129)	924
Trump Job Disapprove	4%	(49)	12%	(142)	72%	(819)	11%	(128)	1138
Trump Job Strongly Approve	7%	(34)	11%	(57)	67%	(339)	15%	(74)	505
Trump Job Somewhat Approve	4%	(17)	8%	(35)	74%	(311)	13%	(55)	419
Trump Job Somewhat Disapprove	2%	(6)	12%	(33)	76%	(211)	10%	(28)	279
Trump Job Strongly Disapprove	5%	(42)	13%	(109)	71%	(608)	12%	(100)	860
Favorable of Trump	5%	(48)	10%	(86)	71%	(626)	14%	(127)	888
Unfavorable of Trump	4%	(51)	12%	(143)	73%	(842)	10%	(117)	1153
Very Favorable of Trump	7%	(36)	11%	(58)	67%	(343)	15%	(76)	512
Somewhat Favorable of Trump	3%	(13)	7%	(27)	76%	(284)	14%	(52)	376
Somewhat Unfavorable of Trump	3%	(7)	12%	(26)	74%	(170)	11%	(25)	228
Very Unfavorable of Trump	5%	(44)	13%	(116)	73%	(672)	10%	(92)	925

Continued on next page

Table CMT3_8: *And to what extent are the following reasons you do not go to the movies more frequently?**No alcohol options*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(108)	11%	(241)	70%	(1542)	14%	(310)	2200
#1 Issue: Economy	7%	(36)	12%	(62)	67%	(349)	14%	(74)	522
#1 Issue: Security	3%	(15)	11%	(48)	73%	(326)	13%	(59)	448
#1 Issue: Health Care	4%	(13)	9%	(28)	76%	(240)	11%	(36)	318
#1 Issue: Medicare / Social Security	4%	(11)	8%	(24)	71%	(211)	17%	(49)	295
#1 Issue: Women's Issues	4%	(8)	14%	(26)	72%	(138)	11%	(20)	192
#1 Issue: Education	7%	(11)	18%	(28)	63%	(100)	13%	(20)	159
#1 Issue: Energy	6%	(8)	11%	(15)	72%	(99)	10%	(14)	136
#1 Issue: Other	4%	(6)	7%	(10)	60%	(78)	28%	(37)	130
2018 House Vote: Democrat	5%	(35)	11%	(88)	73%	(571)	11%	(83)	777
2018 House Vote: Republican	5%	(31)	9%	(63)	74%	(501)	13%	(86)	680
2018 House Vote: Someone else	5%	(5)	9%	(10)	62%	(72)	24%	(28)	115
2018 House Vote: Didnt Vote	6%	(37)	13%	(78)	64%	(395)	18%	(109)	619
2016 Vote: Hillary Clinton	4%	(29)	11%	(77)	74%	(497)	11%	(71)	673
2016 Vote: Donald Trump	4%	(30)	9%	(64)	74%	(509)	12%	(82)	686
2016 Vote: Someone else	4%	(7)	10%	(18)	70%	(126)	15%	(28)	180
2016 Vote: Didnt Vote	6%	(41)	12%	(82)	62%	(404)	20%	(128)	655
Voted in 2014: Yes	4%	(59)	10%	(140)	73%	(992)	12%	(159)	1351
Voted in 2014: No	6%	(49)	12%	(100)	65%	(549)	18%	(151)	849
2012 Vote: Barack Obama	4%	(35)	11%	(92)	73%	(592)	11%	(89)	808
2012 Vote: Mitt Romney	4%	(19)	8%	(40)	77%	(388)	11%	(58)	505
2012 Vote: Other	4%	(5)	11%	(12)	73%	(80)	12%	(13)	110
2012 Vote: Didn't Vote	6%	(48)	13%	(97)	62%	(477)	19%	(147)	769
4-Region: Northeast	4%	(14)	8%	(31)	76%	(298)	13%	(50)	394
4-Region: Midwest	6%	(28)	10%	(46)	72%	(334)	12%	(54)	462
4-Region: South	5%	(44)	12%	(101)	65%	(538)	17%	(141)	824
4-Region: West	4%	(22)	12%	(62)	72%	(373)	12%	(64)	520
Frequent movie goers	4%	(13)	15%	(46)	70%	(215)	11%	(34)	307

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Table CMT3_8: *And to what extent are the following reasons you do not go to the movies more frequently?*
No alcohol options

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	5%	(108)	11%	(241)	70%	(1542)	14%	(310)	2200
Occasional movie goers	6%	(49)	14%	(122)	71%	(629)	10%	(89)	889
Infrequent movie goers	5%	(46)	7%	(72)	70%	(698)	19%	(187)	1003

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

Table CMT3_9: *And to what extent are the following reasons you do not go to the movies more frequently?
 Theaters are too far away or hard to get to*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	11%	(249)	19%	(420)	57%	(1249)	13%	(282)	2200
Gender: Male	12%	(132)	19%	(205)	55%	(579)	14%	(146)	1062
Gender: Female	10%	(117)	19%	(216)	59%	(670)	12%	(136)	1138
Age: 18-29	16%	(79)	22%	(108)	48%	(240)	15%	(76)	503
Age: 30-44	12%	(59)	19%	(94)	58%	(298)	11%	(58)	510
Age: 45-54	12%	(47)	18%	(74)	57%	(230)	13%	(53)	404
Age: 55-64	9%	(31)	15%	(53)	63%	(217)	13%	(46)	347
Age: 65+	8%	(34)	21%	(91)	60%	(263)	11%	(49)	436
Generation Z: 18-22	19%	(50)	21%	(55)	44%	(114)	16%	(41)	260
Millennial: Age 23-38	13%	(71)	19%	(110)	54%	(308)	14%	(80)	569
Generation X: Age 39-54	11%	(63)	19%	(112)	59%	(346)	11%	(67)	588
Boomers: Age 55-73	8%	(59)	18%	(129)	62%	(434)	11%	(81)	703
PID: Dem (no lean)	12%	(100)	20%	(159)	58%	(463)	10%	(79)	801
PID: Ind (no lean)	10%	(73)	17%	(126)	55%	(402)	17%	(126)	728
PID: Rep (no lean)	11%	(76)	20%	(135)	57%	(383)	11%	(77)	671
PID/Gender: Dem Men	15%	(53)	21%	(73)	55%	(193)	10%	(34)	352
PID/Gender: Dem Women	11%	(48)	19%	(86)	60%	(271)	10%	(45)	449
PID/Gender: Ind Men	11%	(41)	16%	(60)	54%	(202)	19%	(69)	372
PID/Gender: Ind Women	9%	(32)	19%	(66)	56%	(200)	16%	(57)	355
PID/Gender: Rep Men	11%	(38)	21%	(71)	54%	(184)	13%	(44)	338
PID/Gender: Rep Women	11%	(38)	19%	(64)	60%	(199)	10%	(33)	334
Ideo: Liberal (1-3)	13%	(90)	20%	(143)	57%	(402)	9%	(65)	701
Ideo: Moderate (4)	11%	(56)	18%	(88)	59%	(288)	12%	(57)	489
Ideo: Conservative (5-7)	10%	(73)	21%	(150)	59%	(427)	11%	(79)	729

Continued on next page

Table CMT3_9: *And to what extent are the following reasons you do not go to the movies more frequently?
Theaters are too far away or hard to get to*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	11%	(249)	19%	(420)	57%	(1249)	13%	(282)	2200
Educ: < College	12%	(180)	19%	(284)	54%	(814)	15%	(234)	1512
Educ: Bachelors degree	11%	(48)	19%	(85)	63%	(279)	7%	(33)	444
Educ: Post-grad	9%	(22)	21%	(51)	64%	(156)	6%	(15)	244
Income: Under 50k	13%	(173)	19%	(248)	51%	(673)	16%	(216)	1310
Income: 50k-100k	8%	(46)	22%	(127)	63%	(374)	7%	(42)	589
Income: 100k+	10%	(30)	15%	(45)	67%	(202)	8%	(25)	301
Ethnicity: White	11%	(189)	19%	(334)	58%	(999)	12%	(199)	1722
Ethnicity: Hispanic	13%	(44)	23%	(80)	50%	(174)	15%	(51)	349
Ethnicity: Afr. Am.	13%	(37)	17%	(47)	50%	(138)	19%	(53)	274
Ethnicity: Other	11%	(23)	20%	(40)	54%	(111)	15%	(30)	204
All Christian	10%	(93)	19%	(182)	61%	(578)	10%	(93)	946
All Non-Christian	13%	(13)	26%	(27)	50%	(52)	11%	(11)	103
Atheist	15%	(13)	18%	(16)	60%	(55)	7%	(6)	90
Agnostic/Nothing in particular	12%	(129)	18%	(196)	53%	(565)	16%	(171)	1061
Religious Non-Protestant/Catholic	10%	(14)	27%	(37)	54%	(74)	9%	(12)	136
Evangelical	13%	(82)	18%	(114)	52%	(322)	17%	(104)	623
Non-Evangelical	10%	(74)	19%	(143)	62%	(477)	10%	(78)	772
Community: Urban	10%	(56)	19%	(106)	58%	(330)	13%	(75)	567
Community: Suburban	9%	(93)	17%	(178)	62%	(640)	12%	(124)	1035
Community: Rural	17%	(100)	23%	(137)	46%	(278)	14%	(84)	599

Continued on next page

Table CMT3_9: And to what extent are the following reasons you do not go to the movies more frequently?
Theaters are too far away or hard to get to

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	11%	(249)	19%	(420)	57%	(1249)	13%	(282)	2200
Employ: Private Sector	10%	(61)	19%	(118)	64%	(398)	7%	(46)	623
Employ: Government	10%	(14)	20%	(28)	64%	(87)	6%	(8)	137
Employ: Self-Employed	15%	(30)	23%	(46)	48%	(96)	13%	(26)	198
Employ: Homemaker	11%	(15)	20%	(27)	57%	(80)	12%	(17)	140
Employ: Student	17%	(23)	25%	(34)	46%	(61)	12%	(16)	133
Employ: Retired	9%	(43)	20%	(96)	57%	(270)	14%	(65)	474
Employ: Unemployed	15%	(38)	17%	(43)	49%	(126)	20%	(52)	259
Employ: Other	11%	(25)	12%	(28)	55%	(130)	22%	(52)	235
Military HH: Yes	11%	(38)	18%	(64)	61%	(220)	11%	(39)	361
Military HH: No	11%	(211)	19%	(356)	56%	(1029)	13%	(243)	1839
RD/WT: Right Direction	11%	(94)	19%	(169)	56%	(490)	14%	(119)	872
RD/WT: Wrong Track	12%	(155)	19%	(252)	57%	(758)	12%	(163)	1328
Trump Job Approve	12%	(106)	20%	(188)	56%	(517)	12%	(112)	924
Trump Job Disapprove	12%	(131)	19%	(217)	59%	(670)	11%	(121)	1138
Trump Job Strongly Approve	12%	(62)	19%	(96)	55%	(280)	13%	(67)	505
Trump Job Somewhat Approve	11%	(44)	22%	(92)	57%	(237)	11%	(45)	419
Trump Job Somewhat Disapprove	10%	(29)	22%	(62)	58%	(163)	9%	(25)	279
Trump Job Strongly Disapprove	12%	(102)	18%	(155)	59%	(507)	11%	(95)	860
Favorable of Trump	11%	(100)	20%	(178)	57%	(505)	12%	(105)	888
Unfavorable of Trump	12%	(134)	20%	(225)	59%	(684)	9%	(109)	1153
Very Favorable of Trump	12%	(62)	19%	(99)	56%	(287)	13%	(64)	512
Somewhat Favorable of Trump	10%	(39)	21%	(78)	58%	(219)	11%	(40)	376
Somewhat Unfavorable of Trump	10%	(23)	21%	(47)	60%	(137)	9%	(21)	228
Very Unfavorable of Trump	12%	(112)	19%	(178)	59%	(547)	9%	(88)	925

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Table CMT3_9: *And to what extent are the following reasons you do not go to the movies more frequently?
Theaters are too far away or hard to get to*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	11%	(249)	19%	(420)	57%	(1249)	13%	(282)	2200
#1 Issue: Economy	13%	(66)	17%	(91)	57%	(298)	13%	(67)	522
#1 Issue: Security	8%	(37)	21%	(95)	59%	(264)	12%	(52)	448
#1 Issue: Health Care	10%	(33)	18%	(57)	60%	(191)	11%	(36)	318
#1 Issue: Medicare / Social Security	13%	(38)	21%	(62)	54%	(159)	12%	(37)	295
#1 Issue: Women's Issues	11%	(21)	19%	(36)	59%	(114)	11%	(21)	192
#1 Issue: Education	12%	(20)	26%	(41)	50%	(80)	11%	(18)	159
#1 Issue: Energy	16%	(22)	17%	(23)	55%	(75)	12%	(16)	136
#1 Issue: Other	9%	(12)	12%	(16)	52%	(68)	26%	(34)	130
2018 House Vote: Democrat	11%	(87)	21%	(162)	59%	(455)	9%	(73)	777
2018 House Vote: Republican	11%	(75)	19%	(128)	59%	(405)	11%	(72)	680
2018 House Vote: Someone else	10%	(11)	15%	(17)	52%	(60)	23%	(26)	115
2018 House Vote: Didnt Vote	12%	(75)	18%	(110)	53%	(326)	17%	(107)	619
2016 Vote: Hillary Clinton	11%	(72)	20%	(134)	60%	(401)	10%	(65)	673
2016 Vote: Donald Trump	11%	(77)	19%	(132)	60%	(410)	10%	(67)	686
2016 Vote: Someone else	5%	(10)	18%	(33)	61%	(109)	15%	(28)	180
2016 Vote: Didnt Vote	13%	(88)	18%	(119)	50%	(325)	19%	(122)	655
Voted in 2014: Yes	10%	(131)	19%	(263)	61%	(820)	10%	(136)	1351
Voted in 2014: No	14%	(117)	19%	(157)	50%	(429)	17%	(146)	849
2012 Vote: Barack Obama	11%	(86)	19%	(156)	60%	(488)	10%	(78)	808
2012 Vote: Mitt Romney	10%	(49)	21%	(104)	60%	(305)	9%	(47)	505
2012 Vote: Other	6%	(7)	15%	(17)	68%	(74)	11%	(13)	110
2012 Vote: Didn't Vote	14%	(106)	19%	(143)	49%	(378)	18%	(142)	769
4-Region: Northeast	10%	(38)	20%	(79)	58%	(229)	12%	(47)	394
4-Region: Midwest	12%	(56)	18%	(85)	60%	(275)	10%	(46)	462
4-Region: South	11%	(94)	17%	(143)	55%	(454)	16%	(132)	824
4-Region: West	12%	(60)	22%	(114)	56%	(290)	11%	(56)	520
Frequent movie goers	13%	(40)	24%	(74)	53%	(163)	10%	(30)	307

Continued on next page

Table CMT3_9: *And to what extent are the following reasons you do not go to the movies more frequently?
Theaters are too far away or hard to get to*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	11%	(249)	19%	(420)	57%	(1249)	13%	(282)	2200
Occasional movie goers	12%	(107)	21%	(190)	58%	(515)	9%	(77)	889
Infrequent movie goers	10%	(101)	16%	(156)	57%	(571)	17%	(175)	1003

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

Table CMT3_10: And to what extent are the following reasons you do not go to the movies more frequently?
Don't want to deal with other theater-goers

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	16%	(351)	26%	(580)	45%	(990)	13%	(280)	2200
Gender: Male	18%	(189)	28%	(298)	42%	(442)	13%	(133)	1062
Gender: Female	14%	(162)	25%	(282)	48%	(548)	13%	(146)	1138
Age: 18-29	18%	(90)	31%	(154)	36%	(182)	15%	(77)	503
Age: 30-44	19%	(99)	27%	(136)	43%	(218)	11%	(58)	510
Age: 45-54	17%	(69)	30%	(122)	40%	(163)	12%	(49)	404
Age: 55-64	13%	(45)	20%	(70)	54%	(186)	13%	(46)	347
Age: 65+	11%	(47)	23%	(98)	55%	(241)	11%	(50)	436
Generation Z: 18-22	16%	(42)	32%	(82)	35%	(92)	17%	(43)	260
Millennial: Age 23-38	19%	(110)	28%	(161)	39%	(223)	13%	(75)	569
Generation X: Age 39-54	18%	(106)	29%	(168)	42%	(248)	11%	(66)	588
Boomers: Age 55-73	12%	(86)	22%	(158)	54%	(376)	12%	(82)	703
PID: Dem (no lean)	14%	(115)	26%	(211)	49%	(395)	10%	(80)	801
PID: Ind (no lean)	19%	(138)	25%	(185)	39%	(285)	16%	(119)	728
PID: Rep (no lean)	15%	(98)	27%	(183)	46%	(310)	12%	(80)	671
PID/Gender: Dem Men	18%	(62)	30%	(105)	44%	(155)	9%	(30)	352
PID/Gender: Dem Women	12%	(53)	24%	(106)	53%	(240)	11%	(50)	449
PID/Gender: Ind Men	21%	(78)	25%	(94)	37%	(136)	17%	(64)	372
PID/Gender: Ind Women	17%	(60)	26%	(91)	42%	(148)	16%	(55)	355
PID/Gender: Rep Men	15%	(49)	29%	(99)	45%	(151)	12%	(39)	338
PID/Gender: Rep Women	14%	(48)	25%	(84)	48%	(160)	12%	(41)	334
Ideo: Liberal (1-3)	17%	(121)	28%	(196)	46%	(320)	9%	(64)	701
Ideo: Moderate (4)	17%	(84)	27%	(130)	44%	(213)	13%	(61)	489
Ideo: Conservative (5-7)	14%	(99)	27%	(195)	49%	(357)	11%	(79)	729

Continued on next page

Table CMT3_10: *And to what extent are the following reasons you do not go to the movies more frequently?*
Don't want to deal with other theater-goers

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	16%	(351)	26%	(580)	45%	(990)	13%	(280)	2200
Educ: < College	16%	(237)	26%	(386)	44%	(664)	15%	(225)	1512
Educ: Bachelors degree	15%	(68)	27%	(122)	48%	(213)	9%	(41)	444
Educ: Post-grad	18%	(45)	30%	(72)	47%	(113)	6%	(13)	244
Income: Under 50k	16%	(205)	25%	(331)	43%	(557)	17%	(216)	1310
Income: 50k-100k	18%	(103)	28%	(167)	47%	(274)	7%	(44)	589
Income: 100k+	14%	(42)	27%	(82)	53%	(158)	7%	(20)	301
Ethnicity: White	17%	(284)	27%	(465)	46%	(785)	11%	(188)	1722
Ethnicity: Hispanic	14%	(50)	29%	(100)	43%	(150)	14%	(49)	349
Ethnicity: Afr. Am.	14%	(39)	22%	(59)	42%	(114)	22%	(61)	274
Ethnicity: Other	13%	(27)	27%	(55)	45%	(91)	15%	(31)	204
All Christian	13%	(119)	26%	(246)	51%	(484)	10%	(98)	946
All Non-Christian	22%	(23)	23%	(23)	40%	(42)	14%	(15)	103
Atheist	20%	(18)	34%	(31)	43%	(39)	3%	(3)	90
Agnostic/Nothing in particular	18%	(191)	26%	(280)	40%	(426)	15%	(164)	1061
Religious Non-Protestant/Catholic	18%	(24)	24%	(33)	45%	(61)	13%	(17)	136
Evangelical	12%	(77)	26%	(159)	46%	(286)	16%	(100)	623
Non-Evangelical	17%	(128)	25%	(190)	49%	(375)	10%	(79)	772
Community: Urban	14%	(81)	27%	(155)	45%	(257)	13%	(74)	567
Community: Suburban	16%	(162)	28%	(292)	45%	(461)	12%	(120)	1035
Community: Rural	18%	(108)	22%	(133)	45%	(272)	14%	(86)	599

Continued on next page

Table CMT3_10: *And to what extent are the following reasons you do not go to the movies more frequently?
Don't want to deal with other theater-goers*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	16%	(351)	26%	(580)	45%	(990)	13%	(280)	2200
Employ: Private Sector	17%	(106)	28%	(175)	47%	(290)	8%	(51)	623
Employ: Government	25%	(35)	27%	(36)	42%	(57)	6%	(9)	137
Employ: Self-Employed	20%	(40)	25%	(50)	41%	(81)	14%	(27)	198
Employ: Homemaker	13%	(18)	29%	(41)	42%	(59)	16%	(22)	140
Employ: Student	21%	(28)	32%	(42)	35%	(47)	12%	(15)	133
Employ: Retired	9%	(44)	22%	(107)	54%	(255)	14%	(69)	474
Employ: Unemployed	19%	(49)	27%	(69)	38%	(98)	16%	(43)	259
Employ: Other	13%	(31)	25%	(59)	43%	(101)	19%	(44)	235
Military HH: Yes	15%	(54)	27%	(99)	48%	(173)	10%	(35)	361
Military HH: No	16%	(297)	26%	(481)	44%	(816)	13%	(245)	1839
RD/WT: Right Direction	15%	(133)	25%	(217)	46%	(403)	14%	(119)	872
RD/WT: Wrong Track	16%	(218)	27%	(363)	44%	(587)	12%	(161)	1328
Trump Job Approve	15%	(141)	27%	(246)	46%	(426)	12%	(110)	924
Trump Job Disapprove	17%	(195)	27%	(302)	45%	(518)	11%	(123)	1138
Trump Job Strongly Approve	15%	(78)	25%	(128)	48%	(240)	12%	(59)	505
Trump Job Somewhat Approve	15%	(64)	28%	(118)	44%	(186)	12%	(51)	419
Trump Job Somewhat Disapprove	18%	(49)	30%	(84)	42%	(116)	11%	(30)	279
Trump Job Strongly Disapprove	17%	(147)	25%	(219)	47%	(401)	11%	(93)	860
Favorable of Trump	15%	(136)	28%	(245)	46%	(408)	11%	(99)	888
Unfavorable of Trump	17%	(198)	27%	(308)	47%	(539)	9%	(108)	1153
Very Favorable of Trump	16%	(83)	25%	(126)	46%	(238)	13%	(66)	512
Somewhat Favorable of Trump	14%	(53)	32%	(119)	45%	(171)	9%	(33)	376
Somewhat Unfavorable of Trump	17%	(39)	27%	(62)	44%	(100)	12%	(28)	228
Very Unfavorable of Trump	17%	(159)	27%	(246)	48%	(440)	9%	(80)	925

Continued on next page

Table CMT3_10: *And to what extent are the following reasons you do not go to the movies more frequently?*
Don't want to deal with other theater-goers

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	16%	(351)	26%	(580)	45%	(990)	13%	(280)	2200
#1 Issue: Economy	16%	(81)	27%	(141)	45%	(234)	12%	(65)	522
#1 Issue: Security	18%	(83)	28%	(125)	44%	(196)	10%	(44)	448
#1 Issue: Health Care	13%	(41)	24%	(77)	52%	(166)	11%	(34)	318
#1 Issue: Medicare / Social Security	16%	(48)	18%	(52)	52%	(153)	14%	(42)	295
#1 Issue: Women's Issues	17%	(32)	32%	(61)	39%	(74)	13%	(24)	192
#1 Issue: Education	14%	(22)	37%	(58)	37%	(59)	12%	(20)	159
#1 Issue: Energy	13%	(18)	26%	(35)	49%	(66)	12%	(16)	136
#1 Issue: Other	20%	(25)	22%	(29)	32%	(41)	27%	(35)	130
2018 House Vote: Democrat	15%	(120)	27%	(208)	48%	(375)	10%	(74)	777
2018 House Vote: Republican	14%	(97)	27%	(186)	48%	(325)	11%	(73)	680
2018 House Vote: Someone else	22%	(26)	27%	(31)	29%	(33)	21%	(25)	115
2018 House Vote: Didnt Vote	17%	(107)	24%	(151)	41%	(256)	17%	(105)	619
2016 Vote: Hillary Clinton	15%	(101)	26%	(173)	51%	(341)	9%	(59)	673
2016 Vote: Donald Trump	16%	(109)	27%	(183)	48%	(326)	10%	(67)	686
2016 Vote: Someone else	16%	(28)	29%	(51)	40%	(72)	16%	(28)	180
2016 Vote: Didnt Vote	17%	(112)	26%	(169)	38%	(249)	19%	(126)	655
Voted in 2014: Yes	16%	(213)	26%	(352)	48%	(654)	10%	(132)	1351
Voted in 2014: No	16%	(138)	27%	(228)	40%	(336)	17%	(148)	849
2012 Vote: Barack Obama	16%	(130)	24%	(195)	50%	(402)	10%	(82)	808
2012 Vote: Mitt Romney	14%	(72)	28%	(139)	49%	(246)	9%	(47)	505
2012 Vote: Other	19%	(21)	30%	(33)	41%	(45)	10%	(11)	110
2012 Vote: Didn't Vote	16%	(125)	27%	(208)	38%	(296)	18%	(140)	769
4-Region: Northeast	16%	(65)	25%	(98)	48%	(188)	11%	(43)	394
4-Region: Midwest	16%	(76)	25%	(117)	47%	(215)	12%	(54)	462
4-Region: South	15%	(121)	25%	(208)	45%	(375)	15%	(120)	824
4-Region: West	17%	(89)	30%	(157)	41%	(212)	12%	(62)	520
Frequent movie goers	12%	(35)	31%	(94)	47%	(146)	10%	(32)	307

Continued on next page

Table CMT3_10: *And to what extent are the following reasons you do not go to the movies more frequently?
Don't want to deal with other theater-goers*

Demographic	This is a major reason I don't go to the movie theaters more frequently		This is a minor reason I don't go to the movie theaters more frequently		This is not a reason at all I don't go to the movie theaters more frequently		Don't know / No opinion		Total N
Adults	16%	(351)	26%	(580)	45%	(990)	13%	(280)	2200
Occasional movie goers	14%	(122)	30%	(269)	47%	(417)	9%	(81)	889
Infrequent movie goers	19%	(193)	22%	(217)	43%	(427)	17%	(167)	1003

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

Table CMT4_1: Would the following make you more likely to go to the movie theaters more frequently?
 Better seating options such as cushioned seats or recliners

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	24% (527)	27% (585)	22% (474)	8% (171)	12% (270)	8% (173)	2200
Gender: Male	26% (277)	27% (288)	21% (222)	7% (73)	11% (121)	8% (81)	1062
Gender: Female	22% (250)	26% (296)	22% (252)	9% (98)	13% (149)	8% (93)	1138
Age: 18-29	37% (187)	26% (129)	19% (96)	4% (19)	5% (24)	9% (47)	503
Age: 30-44	33% (170)	24% (123)	21% (107)	4% (21)	11% (57)	6% (31)	510
Age: 45-54	20% (80)	27% (110)	23% (93)	11% (45)	11% (44)	8% (32)	404
Age: 55-64	14% (49)	23% (81)	24% (82)	12% (41)	17% (59)	10% (34)	347
Age: 65+	9% (41)	32% (141)	22% (96)	10% (44)	20% (86)	7% (29)	436
Generation Z: 18-22	37% (96)	24% (63)	20% (51)	4% (11)	5% (14)	10% (26)	260
Millennial: Age 23-38	36% (204)	27% (154)	19% (108)	3% (20)	7% (39)	8% (44)	569
Generation X: Age 39-54	23% (137)	25% (146)	23% (137)	9% (55)	12% (71)	7% (41)	588
Boomers: Age 55-73	13% (90)	29% (202)	22% (157)	10% (73)	18% (130)	7% (52)	703
PID: Dem (no lean)	27% (217)	26% (209)	21% (169)	8% (62)	12% (96)	6% (49)	801
PID: Ind (no lean)	22% (163)	25% (184)	24% (177)	6% (46)	11% (76)	11% (82)	728
PID: Rep (no lean)	22% (147)	29% (192)	19% (129)	9% (63)	14% (97)	6% (43)	671
PID/Gender: Dem Men	31% (108)	24% (85)	21% (73)	7% (24)	12% (42)	6% (20)	352
PID/Gender: Dem Women	24% (108)	27% (123)	21% (96)	9% (38)	12% (54)	6% (29)	449
PID/Gender: Ind Men	24% (89)	25% (92)	23% (85)	6% (21)	12% (43)	11% (42)	372
PID/Gender: Ind Women	21% (74)	26% (91)	26% (92)	7% (25)	9% (34)	11% (40)	355
PID/Gender: Rep Men	24% (79)	33% (111)	19% (64)	8% (28)	11% (36)	6% (19)	338
PID/Gender: Rep Women	20% (68)	24% (82)	19% (64)	11% (36)	18% (61)	7% (23)	334

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Table CMT4_1: *Would the following make you more likely to go to the movie theaters more frequently?
Better seating options such as cushioned seats or recliners*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	24% (527)	27% (585)	22% (474)	8% (171)	12% (270)	8% (173)	2200
Ideo: Liberal (1-3)	29% (204)	30% (209)	18% (125)	7% (49)	10% (72)	6% (42)	701
Ideo: Moderate (4)	23% (114)	25% (121)	24% (118)	7% (36)	15% (73)	5% (26)	489
Ideo: Conservative (5-7)	19% (142)	27% (200)	23% (164)	10% (71)	14% (102)	7% (50)	729
Educ: < College	25% (378)	25% (379)	21% (314)	8% (114)	12% (187)	9% (140)	1512
Educ: Bachelors degree	23% (104)	29% (131)	24% (105)	9% (39)	10% (44)	5% (21)	444
Educ: Post-grad	18% (44)	31% (75)	23% (56)	7% (18)	16% (38)	5% (13)	244
Income: Under 50k	24% (319)	23% (295)	22% (284)	8% (108)	13% (167)	10% (136)	1310
Income: 50k-100k	23% (138)	32% (191)	20% (118)	7% (39)	13% (75)	5% (27)	589
Income: 100k+	23% (70)	33% (98)	24% (72)	8% (24)	9% (28)	3% (10)	301
Ethnicity: White	22% (377)	28% (474)	22% (383)	8% (146)	13% (220)	7% (122)	1722
Ethnicity: Hispanic	42% (145)	22% (76)	18% (64)	3% (11)	8% (27)	7% (25)	349
Ethnicity: Afr. Am.	32% (87)	22% (59)	18% (50)	7% (18)	10% (27)	12% (33)	274
Ethnicity: Other	31% (63)	25% (52)	20% (41)	3% (7)	11% (22)	9% (19)	204
All Christian	21% (197)	27% (257)	23% (214)	10% (94)	13% (125)	6% (59)	946
All Non-Christian	26% (27)	24% (25)	21% (21)	9% (9)	13% (13)	7% (7)	103
Atheist	28% (25)	26% (23)	21% (19)	6% (5)	15% (13)	5% (4)	90
Agnostic/Nothing in particular	26% (279)	26% (280)	21% (220)	6% (62)	11% (118)	10% (102)	1061
Religious Non-Protestant/Catholic	24% (33)	28% (37)	22% (30)	9% (13)	11% (15)	6% (8)	136
Evangelical	22% (137)	26% (159)	19% (120)	7% (46)	16% (100)	10% (61)	623
Non-Evangelical	23% (177)	27% (209)	23% (174)	10% (74)	12% (92)	6% (47)	772
Community: Urban	27% (150)	23% (132)	22% (123)	7% (42)	13% (73)	8% (46)	567
Community: Suburban	24% (244)	29% (298)	22% (232)	7% (73)	11% (117)	7% (70)	1035
Community: Rural	22% (133)	26% (154)	20% (120)	9% (56)	13% (80)	9% (56)	599

Continued on next page

Table CMT4_1: Would the following make you more likely to go to the movie theaters more frequently?
Better seating options such as cushioned seats or recliners

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	24% (527)	27% (585)	22% (474)	8% (171)	12% (270)	8% (173)	2200
Employ: Private Sector	26% (163)	29% (183)	21% (132)	11% (66)	9% (55)	4% (23)	623
Employ: Government	28% (38)	31% (43)	21% (29)	8% (12)	8% (10)	4% (6)	137
Employ: Self-Employed	27% (53)	30% (59)	18% (36)	6% (11)	11% (23)	8% (17)	198
Employ: Homemaker	28% (40)	22% (30)	24% (34)	7% (10)	8% (11)	11% (16)	140
Employ: Student	33% (43)	25% (33)	24% (32)	3% (4)	7% (9)	8% (11)	133
Employ: Retired	12% (56)	28% (132)	21% (101)	8% (39)	22% (104)	9% (41)	474
Employ: Unemployed	25% (66)	24% (61)	23% (59)	4% (9)	13% (33)	12% (30)	259
Employ: Other	29% (69)	18% (42)	22% (51)	8% (20)	10% (24)	13% (30)	235
Military HH: Yes	16% (59)	30% (108)	22% (81)	8% (29)	16% (59)	7% (25)	361
Military HH: No	25% (468)	26% (477)	21% (393)	8% (142)	11% (211)	8% (148)	1839
RD/WT: Right Direction	23% (200)	27% (236)	20% (175)	8% (73)	13% (110)	9% (79)	872
RD/WT: Wrong Track	25% (327)	26% (349)	23% (300)	7% (98)	12% (160)	7% (94)	1328
Trump Job Approve	24% (221)	26% (244)	21% (198)	8% (74)	13% (120)	7% (67)	924
Trump Job Disapprove	25% (284)	28% (315)	22% (246)	8% (86)	12% (137)	6% (71)	1138
Trump Job Strongly Approve	21% (107)	26% (130)	21% (105)	9% (46)	15% (76)	8% (42)	505
Trump Job Somewhat Approve	27% (113)	27% (115)	22% (94)	7% (28)	11% (45)	6% (25)	419
Trump Job Somewhat Disapprove	25% (69)	28% (78)	21% (58)	8% (22)	12% (33)	6% (17)	279
Trump Job Strongly Disapprove	25% (214)	28% (237)	22% (187)	7% (64)	12% (104)	6% (53)	860
Favorable of Trump	24% (215)	26% (228)	22% (197)	8% (72)	13% (116)	7% (61)	888
Unfavorable of Trump	24% (280)	29% (334)	22% (253)	8% (87)	12% (141)	5% (58)	1153
Very Favorable of Trump	22% (113)	26% (131)	22% (111)	9% (48)	13% (69)	8% (42)	512
Somewhat Favorable of Trump	27% (102)	26% (97)	23% (86)	6% (24)	13% (47)	5% (19)	376
Somewhat Unfavorable of Trump	17% (38)	32% (74)	24% (54)	8% (19)	13% (29)	7% (15)	228
Very Unfavorable of Trump	26% (242)	28% (261)	21% (198)	7% (68)	12% (113)	5% (43)	925

Continued on next page

Table CMT4_1: *Would the following make you more likely to go to the movie theaters more frequently?
Better seating options such as cushioned seats or recliners*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	24% (527)	27% (585)	22% (474)	8% (171)	12% (270)	8% (173)	2200
#1 Issue: Economy	28% (149)	26% (138)	22% (115)	6% (29)	11% (55)	7% (36)	522
#1 Issue: Security	20% (91)	27% (120)	22% (100)	10% (45)	15% (66)	6% (25)	448
#1 Issue: Health Care	25% (78)	28% (88)	19% (62)	9% (29)	12% (38)	7% (23)	318
#1 Issue: Medicare / Social Security	14% (41)	28% (82)	23% (69)	10% (29)	16% (47)	9% (28)	295
#1 Issue: Women's Issues	32% (62)	25% (49)	21% (40)	5% (10)	5% (10)	11% (21)	192
#1 Issue: Education	39% (62)	22% (35)	16% (26)	5% (7)	12% (20)	6% (9)	159
#1 Issue: Energy	22% (30)	33% (45)	21% (29)	7% (10)	11% (15)	5% (7)	136
#1 Issue: Other	11% (14)	22% (28)	25% (33)	9% (12)	15% (20)	18% (24)	130
2018 House Vote: Democrat	26% (198)	28% (216)	21% (166)	7% (57)	12% (94)	6% (46)	777
2018 House Vote: Republican	18% (125)	28% (193)	22% (149)	10% (65)	16% (108)	6% (41)	680
2018 House Vote: Someone else	29% (33)	18% (21)	19% (22)	11% (12)	12% (14)	11% (13)	115
2018 House Vote: Didnt Vote	27% (169)	24% (151)	22% (137)	6% (35)	9% (54)	12% (72)	619
2016 Vote: Hillary Clinton	26% (176)	27% (183)	20% (136)	8% (54)	13% (87)	6% (39)	673
2016 Vote: Donald Trump	18% (122)	29% (201)	23% (161)	9% (64)	14% (98)	6% (40)	686
2016 Vote: Someone else	25% (45)	29% (52)	17% (30)	7% (12)	15% (26)	7% (13)	180
2016 Vote: Didnt Vote	28% (182)	22% (147)	22% (147)	6% (41)	9% (56)	12% (81)	655
Voted in 2014: Yes	21% (283)	28% (385)	22% (294)	9% (118)	15% (198)	5% (73)	1351
Voted in 2014: No	29% (244)	24% (200)	21% (180)	6% (53)	8% (72)	12% (100)	849
2012 Vote: Barack Obama	25% (199)	26% (207)	22% (175)	8% (67)	14% (111)	6% (48)	808
2012 Vote: Mitt Romney	16% (81)	32% (163)	21% (108)	10% (49)	16% (79)	5% (24)	505
2012 Vote: Other	22% (25)	25% (28)	31% (34)	6% (7)	12% (13)	4% (4)	110
2012 Vote: Didn't Vote	29% (220)	24% (184)	20% (156)	6% (48)	8% (64)	13% (97)	769

Continued on next page

Table CMT4_1: Would the following make you more likely to go to the movie theaters more frequently?
Better seating options such as cushioned seats or recliners

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	24% (527)	27% (585)	22% (474)	8% (171)	12% (270)	8% (173)	2200
4-Region: Northeast	18% (72)	26% (102)	25% (99)	9% (36)	15% (60)	6% (24)	394
4-Region: Midwest	21% (97)	25% (114)	27% (125)	10% (47)	10% (47)	7% (33)	462
4-Region: South	24% (197)	26% (218)	20% (165)	7% (57)	13% (110)	10% (78)	824
4-Region: West	31% (162)	29% (152)	16% (85)	6% (31)	10% (52)	7% (38)	520
Frequent movie goers	41% (126)	28% (87)	15% (46)	5% (16)	6% (17)	5% (15)	307
Occasional movie goers	29% (256)	30% (270)	23% (201)	6% (50)	7% (66)	5% (46)	889
Infrequent movie goers	15% (146)	23% (227)	23% (227)	10% (104)	19% (187)	11% (113)	1003

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

**Table CMT4_2: Would the following make you more likely to go to the movie theaters more frequently?
Premium screen formats such as IMAX or 3D**

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	15% (334)	15% (334)	33% (726)	10% (211)	17% (380)	10% (216)	2200
Gender: Male	20% (209)	18% (187)	30% (314)	8% (90)	15% (157)	10% (105)	1062
Gender: Female	11% (124)	13% (147)	36% (412)	11% (121)	20% (223)	10% (110)	1138
Age: 18-29	24% (120)	15% (77)	34% (170)	6% (32)	8% (42)	12% (61)	503
Age: 30-44	21% (105)	18% (90)	32% (164)	8% (39)	14% (71)	8% (40)	510
Age: 45-54	10% (42)	18% (71)	34% (138)	12% (49)	16% (66)	9% (37)	404
Age: 55-64	11% (40)	13% (46)	32% (111)	8% (28)	24% (83)	11% (40)	347
Age: 65+	6% (26)	11% (49)	33% (142)	14% (63)	27% (118)	9% (38)	436
Generation Z: 18-22	23% (60)	14% (38)	34% (89)	5% (14)	10% (26)	13% (34)	260
Millennial: Age 23-38	24% (135)	17% (98)	32% (182)	8% (46)	9% (54)	9% (54)	569
Generation X: Age 39-54	12% (73)	17% (103)	34% (203)	10% (60)	17% (100)	9% (50)	588
Boomers: Age 55-73	9% (63)	12% (87)	32% (228)	12% (83)	25% (177)	9% (64)	703
PID: Dem (no lean)	16% (131)	17% (134)	34% (271)	10% (78)	17% (134)	7% (53)	801
PID: Ind (no lean)	15% (106)	12% (89)	35% (257)	8% (60)	15% (108)	15% (107)	728
PID: Rep (no lean)	14% (96)	16% (110)	30% (198)	11% (73)	21% (139)	8% (55)	671
PID/Gender: Dem Men	20% (71)	22% (78)	28% (99)	9% (31)	14% (48)	7% (24)	352
PID/Gender: Dem Women	13% (59)	12% (56)	38% (171)	11% (47)	19% (85)	7% (30)	449
PID/Gender: Ind Men	18% (68)	12% (44)	31% (117)	8% (30)	16% (61)	14% (52)	372
PID/Gender: Ind Women	11% (38)	13% (45)	39% (140)	8% (30)	13% (47)	16% (55)	355
PID/Gender: Rep Men	21% (69)	19% (64)	29% (98)	9% (29)	14% (47)	9% (30)	338
PID/Gender: Rep Women	8% (27)	14% (46)	30% (101)	13% (44)	27% (91)	8% (25)	334

Continued on next page

Table CMT4_2: Would the following make you more likely to go to the movie theaters more frequently?
Premium screen formats such as IMAX or 3D

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	15% (334)	15% (334)	33% (726)	10% (211)	17% (380)	10% (216)	2200
Ideo: Liberal (1-3)	20% (141)	16% (115)	32% (221)	10% (71)	14% (100)	8% (54)	701
Ideo: Moderate (4)	14% (67)	15% (71)	37% (183)	8% (38)	19% (95)	7% (36)	489
Ideo: Conservative (5-7)	11% (83)	17% (122)	32% (234)	11% (79)	21% (151)	8% (59)	729
Educ: < College	16% (243)	15% (232)	32% (479)	8% (126)	17% (259)	11% (173)	1512
Educ: Bachelors degree	13% (58)	15% (68)	38% (168)	13% (56)	15% (68)	6% (26)	444
Educ: Post-grad	13% (32)	14% (34)	32% (79)	12% (29)	22% (53)	7% (16)	244
Income: Under 50k	16% (204)	14% (183)	32% (413)	10% (126)	17% (222)	12% (161)	1310
Income: 50k-100k	14% (80)	16% (95)	36% (212)	9% (50)	19% (111)	7% (41)	589
Income: 100k+	17% (50)	18% (56)	33% (101)	12% (35)	15% (46)	4% (13)	301
Ethnicity: White	12% (212)	15% (265)	35% (597)	10% (174)	19% (321)	9% (152)	1722
Ethnicity: Hispanic	28% (97)	14% (48)	32% (113)	5% (19)	10% (36)	10% (36)	349
Ethnicity: Afr. Am.	26% (71)	14% (39)	25% (70)	10% (28)	10% (28)	14% (39)	274
Ethnicity: Other	25% (50)	15% (30)	29% (59)	4% (9)	15% (31)	12% (25)	204
All Christian	11% (104)	15% (141)	33% (314)	12% (113)	21% (195)	8% (79)	946
All Non-Christian	18% (19)	18% (18)	26% (27)	13% (13)	16% (16)	9% (9)	103
Atheist	17% (15)	18% (16)	38% (34)	5% (4)	18% (16)	5% (5)	90
Agnostic/Nothing in particular	18% (196)	15% (159)	33% (350)	8% (80)	14% (153)	12% (123)	1061
Religious Non-Protestant/Catholic	15% (20)	17% (23)	32% (43)	13% (17)	16% (22)	8% (11)	136
Evangelical	14% (88)	15% (94)	29% (182)	10% (59)	20% (127)	12% (73)	623
Non-Evangelical	13% (100)	14% (109)	35% (267)	12% (89)	19% (145)	8% (61)	772
Community: Urban	17% (95)	16% (93)	33% (189)	8% (45)	15% (85)	11% (60)	567
Community: Suburban	16% (163)	15% (153)	33% (345)	10% (106)	17% (180)	9% (88)	1035
Community: Rural	13% (76)	15% (88)	32% (192)	10% (60)	19% (116)	11% (68)	599

Continued on next page

**Table CMT4_2: Would the following make you more likely to go to the movie theaters more frequently?
Premium screen formats such as IMAX or 3D**

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	15% (334)	15% (334)	33% (726)	10% (211)	17% (380)	10% (216)	2200
Employ: Private Sector	19% (119)	18% (113)	33% (203)	10% (61)	14% (89)	6% (38)	623
Employ: Government	17% (24)	15% (20)	41% (56)	12% (16)	12% (17)	3% (4)	137
Employ: Self-Employed	18% (35)	19% (37)	27% (54)	11% (22)	13% (26)	12% (23)	198
Employ: Homemaker	12% (17)	14% (19)	34% (48)	7% (10)	20% (28)	13% (18)	140
Employ: Student	19% (26)	17% (22)	35% (46)	9% (12)	11% (14)	10% (13)	133
Employ: Retired	7% (35)	12% (57)	32% (151)	11% (54)	27% (130)	10% (49)	474
Employ: Unemployed	18% (45)	16% (40)	31% (79)	5% (12)	17% (45)	14% (36)	259
Employ: Other	14% (32)	11% (25)	38% (88)	10% (23)	13% (31)	15% (35)	235
Military HH: Yes	11% (39)	14% (49)	37% (133)	9% (31)	20% (73)	10% (35)	361
Military HH: No	16% (294)	15% (285)	32% (592)	10% (180)	17% (307)	10% (181)	1839
RD/WT: Right Direction	16% (136)	16% (135)	31% (270)	9% (78)	18% (160)	11% (93)	872
RD/WT: Wrong Track	15% (198)	15% (198)	34% (456)	10% (133)	17% (220)	9% (123)	1328
Trump Job Approve	16% (150)	15% (136)	31% (287)	10% (91)	19% (177)	9% (83)	924
Trump Job Disapprove	15% (175)	16% (184)	35% (396)	9% (106)	16% (186)	8% (91)	1138
Trump Job Strongly Approve	13% (65)	14% (73)	29% (146)	12% (62)	22% (109)	10% (50)	505
Trump Job Somewhat Approve	20% (84)	15% (63)	34% (141)	7% (29)	16% (68)	8% (34)	419
Trump Job Somewhat Disapprove	14% (38)	17% (46)	36% (101)	8% (22)	18% (51)	7% (20)	279
Trump Job Strongly Disapprove	16% (137)	16% (138)	34% (295)	10% (84)	16% (135)	8% (71)	860
Favorable of Trump	15% (129)	16% (139)	32% (282)	10% (89)	19% (172)	9% (77)	888
Unfavorable of Trump	16% (179)	16% (180)	35% (408)	10% (112)	17% (196)	7% (79)	1153
Very Favorable of Trump	14% (71)	16% (80)	30% (152)	11% (55)	20% (102)	10% (53)	512
Somewhat Favorable of Trump	16% (58)	16% (59)	34% (129)	9% (34)	19% (70)	7% (25)	376
Somewhat Unfavorable of Trump	12% (28)	17% (39)	35% (80)	9% (20)	19% (44)	8% (18)	228
Very Unfavorable of Trump	16% (151)	15% (141)	36% (329)	10% (91)	16% (152)	7% (61)	925

Continued on next page

Table CMT4_2: *Would the following make you more likely to go to the movie theaters more frequently?
 Premium screen formats such as IMAX or 3D*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	15% (334)	15% (334)	33% (726)	10% (211)	17% (380)	10% (216)	2200
#1 Issue: Economy	20% (103)	18% (93)	30% (157)	8% (42)	16% (82)	9% (45)	522
#1 Issue: Security	12% (55)	13% (57)	35% (158)	12% (52)	20% (92)	8% (34)	448
#1 Issue: Health Care	15% (47)	13% (41)	36% (114)	10% (32)	15% (46)	11% (36)	318
#1 Issue: Medicare / Social Security	11% (31)	14% (41)	29% (86)	11% (31)	25% (73)	11% (34)	295
#1 Issue: Women's Issues	17% (32)	12% (23)	40% (76)	10% (19)	12% (23)	10% (19)	192
#1 Issue: Education	22% (35)	20% (31)	28% (44)	9% (14)	17% (26)	6% (9)	159
#1 Issue: Energy	16% (22)	20% (27)	36% (49)	8% (11)	13% (17)	8% (10)	136
#1 Issue: Other	7% (9)	16% (21)	32% (41)	8% (10)	16% (20)	22% (28)	130
2018 House Vote: Democrat	15% (113)	16% (128)	35% (275)	10% (76)	18% (136)	6% (49)	777
2018 House Vote: Republican	12% (79)	16% (109)	32% (215)	11% (72)	22% (152)	8% (54)	680
2018 House Vote: Someone else	18% (20)	9% (10)	33% (37)	12% (14)	10% (11)	19% (21)	115
2018 House Vote: Didnt Vote	19% (120)	14% (84)	32% (195)	8% (50)	13% (80)	14% (89)	619
2016 Vote: Hillary Clinton	16% (108)	15% (99)	35% (237)	10% (70)	17% (112)	7% (47)	673
2016 Vote: Donald Trump	12% (83)	17% (119)	31% (215)	10% (67)	22% (152)	7% (49)	686
2016 Vote: Someone else	11% (20)	15% (28)	33% (60)	13% (24)	17% (30)	10% (18)	180
2016 Vote: Didnt Vote	18% (121)	13% (88)	32% (212)	8% (50)	13% (84)	15% (101)	655
Voted in 2014: Yes	13% (172)	16% (220)	34% (453)	11% (142)	20% (264)	7% (99)	1351
Voted in 2014: No	19% (162)	13% (114)	32% (273)	8% (69)	14% (115)	14% (117)	849
2012 Vote: Barack Obama	16% (129)	16% (130)	34% (273)	10% (84)	16% (132)	7% (60)	808
2012 Vote: Mitt Romney	10% (48)	16% (79)	32% (161)	11% (55)	25% (126)	7% (35)	505
2012 Vote: Other	12% (13)	12% (13)	41% (45)	14% (15)	14% (15)	7% (8)	110
2012 Vote: Didn't Vote	18% (142)	14% (111)	32% (243)	7% (56)	14% (105)	15% (113)	769

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Table CMT4_2: *Would the following make you more likely to go to the movie theaters more frequently?
Premium screen formats such as IMAX or 3D*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	15% (334)	15% (334)	33% (726)	10% (211)	17% (380)	10% (216)	2200
4-Region: Northeast	14% (55)	13% (50)	35% (139)	9% (36)	22% (87)	7% (27)	394
4-Region: Midwest	13% (61)	15% (70)	35% (160)	11% (50)	16% (73)	10% (47)	462
4-Region: South	16% (130)	15% (120)	31% (258)	9% (76)	18% (147)	11% (93)	824
4-Region: West	17% (88)	18% (93)	32% (168)	9% (49)	14% (73)	9% (49)	520
Frequent movie goers	29% (89)	21% (63)	27% (83)	9% (26)	7% (22)	8% (24)	307
Occasional movie goers	17% (153)	17% (149)	37% (327)	9% (77)	13% (120)	7% (63)	889
Infrequent movie goers	9% (92)	12% (121)	31% (316)	11% (107)	24% (238)	13% (129)	1003

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

Table CMT4_3: Would the following make you more likely to go to the movie theaters more frequently?
Premium audio options such as Dolby Digital

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (313)	16% (344)	33% (721)	10% (210)	17% (371)	11% (241)	2200
Gender: Male	18% (196)	19% (199)	31% (328)	8% (85)	14% (146)	10% (107)	1062
Gender: Female	10% (118)	13% (145)	34% (392)	11% (125)	20% (225)	12% (134)	1138
Age: 18-29	21% (104)	15% (78)	31% (156)	9% (46)	10% (48)	14% (70)	503
Age: 30-44	20% (101)	18% (92)	35% (176)	7% (35)	13% (67)	8% (40)	510
Age: 45-54	10% (41)	18% (73)	38% (153)	10% (40)	15% (59)	9% (38)	404
Age: 55-64	13% (45)	15% (53)	28% (96)	9% (31)	22% (78)	13% (44)	347
Age: 65+	5% (22)	11% (48)	32% (140)	13% (58)	27% (120)	11% (49)	436
Generation Z: 18-22	22% (56)	13% (34)	30% (77)	9% (22)	11% (29)	16% (41)	260
Millennial: Age 23-38	21% (120)	18% (101)	34% (192)	8% (45)	9% (54)	10% (57)	569
Generation X: Age 39-54	12% (69)	18% (108)	37% (216)	9% (53)	15% (91)	9% (51)	588
Boomers: Age 55-73	9% (67)	13% (95)	31% (217)	11% (76)	25% (174)	11% (75)	703
PID: Dem (no lean)	16% (124)	17% (137)	32% (254)	10% (84)	17% (138)	8% (64)	801
PID: Ind (no lean)	13% (93)	14% (99)	37% (266)	7% (52)	13% (98)	16% (118)	728
PID: Rep (no lean)	14% (95)	16% (108)	30% (200)	11% (74)	20% (135)	9% (59)	671
PID/Gender: Dem Men	21% (73)	23% (80)	30% (106)	8% (28)	12% (43)	6% (23)	352
PID/Gender: Dem Women	12% (52)	13% (57)	33% (148)	13% (56)	21% (95)	9% (41)	449
PID/Gender: Ind Men	16% (59)	14% (54)	33% (124)	5% (19)	16% (61)	15% (55)	372
PID/Gender: Ind Women	10% (34)	13% (45)	40% (142)	9% (33)	11% (37)	18% (63)	355
PID/Gender: Rep Men	19% (63)	19% (66)	29% (98)	11% (38)	13% (43)	9% (29)	338
PID/Gender: Rep Women	10% (32)	13% (42)	31% (102)	11% (35)	28% (92)	9% (30)	334

Continued on next page

**Table CMT4_3: Would the following make you more likely to go to the movie theaters more frequently?
Premium audio options such as Dolby Digital**

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (313)	16% (344)	33% (721)	10% (210)	17% (371)	11% (241)	2200
Ideo: Liberal (1-3)	16% (115)	19% (135)	34% (238)	9% (63)	14% (98)	7% (52)	701
Ideo: Moderate (4)	14% (68)	14% (68)	34% (168)	11% (52)	17% (84)	10% (49)	489
Ideo: Conservative (5-7)	13% (96)	16% (117)	31% (226)	10% (75)	20% (148)	9% (67)	729
Educ: < College	15% (225)	15% (222)	32% (486)	9% (142)	16% (241)	13% (195)	1512
Educ: Bachelors degree	14% (64)	17% (77)	35% (154)	11% (48)	16% (73)	6% (29)	444
Educ: Post-grad	10% (24)	19% (45)	33% (81)	8% (20)	23% (57)	7% (17)	244
Income: Under 50k	15% (193)	13% (173)	32% (417)	10% (125)	17% (222)	14% (180)	1310
Income: 50k-100k	12% (73)	17% (101)	35% (204)	11% (63)	18% (105)	7% (44)	589
Income: 100k+	16% (47)	23% (71)	33% (100)	7% (22)	15% (45)	6% (18)	301
Ethnicity: White	13% (216)	15% (264)	34% (588)	10% (170)	18% (312)	10% (171)	1722
Ethnicity: Hispanic	26% (91)	14% (49)	31% (107)	7% (23)	11% (40)	11% (39)	349
Ethnicity: Afr. Am.	21% (59)	17% (47)	24% (65)	10% (27)	12% (33)	16% (43)	274
Ethnicity: Other	19% (38)	16% (33)	33% (67)	6% (13)	13% (26)	13% (27)	204
All Christian	12% (112)	15% (138)	33% (317)	12% (111)	19% (178)	10% (91)	946
All Non-Christian	20% (21)	18% (18)	23% (24)	7% (8)	19% (19)	13% (13)	103
Atheist	18% (16)	24% (21)	35% (31)	4% (4)	17% (16)	2% (2)	90
Agnostic/Nothing in particular	15% (164)	16% (167)	33% (349)	8% (88)	15% (159)	13% (135)	1061
Religious Non-Protestant/Catholic	16% (22)	21% (28)	28% (38)	6% (9)	18% (25)	11% (14)	136
Evangelical	13% (83)	15% (91)	29% (179)	11% (70)	20% (123)	12% (77)	623
Non-Evangelical	13% (100)	13% (102)	35% (270)	12% (89)	18% (136)	10% (74)	772
Community: Urban	17% (96)	15% (87)	33% (186)	7% (42)	16% (93)	11% (63)	567
Community: Suburban	14% (141)	16% (171)	32% (336)	10% (107)	17% (181)	10% (99)	1035
Community: Rural	13% (76)	14% (86)	33% (198)	10% (61)	16% (98)	13% (79)	599

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**Table CMT4_3: Would the following make you more likely to go to the movie theaters more frequently?
Premium audio options such as Dolby Digital**

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (313)	16% (344)	33% (721)	10% (210)	17% (371)	11% (241)	2200
Employ: Private Sector	18% (113)	18% (115)	36% (222)	10% (64)	12% (73)	6% (35)	623
Employ: Government	15% (20)	19% (26)	36% (49)	10% (13)	15% (21)	5% (7)	137
Employ: Self-Employed	18% (35)	15% (30)	29% (58)	6% (13)	18% (36)	13% (25)	198
Employ: Homemaker	9% (12)	10% (14)	40% (57)	8% (12)	19% (26)	13% (19)	140
Employ: Student	20% (26)	15% (19)	33% (44)	13% (18)	9% (11)	11% (14)	133
Employ: Retired	7% (32)	12% (59)	32% (151)	11% (51)	26% (125)	12% (57)	474
Employ: Unemployed	14% (37)	20% (51)	28% (73)	4% (10)	17% (45)	17% (43)	259
Employ: Other	16% (38)	12% (29)	28% (66)	12% (29)	14% (32)	17% (41)	235
Military HH: Yes	11% (39)	15% (55)	36% (128)	9% (34)	18% (66)	11% (39)	361
Military HH: No	15% (274)	16% (289)	32% (592)	10% (176)	17% (305)	11% (202)	1839
RD/WT: Right Direction	15% (133)	16% (139)	32% (281)	8% (73)	17% (148)	11% (98)	872
RD/WT: Wrong Track	14% (180)	15% (205)	33% (439)	10% (137)	17% (224)	11% (143)	1328
Trump Job Approve	15% (137)	16% (152)	31% (290)	9% (84)	18% (164)	11% (97)	924
Trump Job Disapprove	14% (162)	16% (182)	34% (386)	10% (114)	17% (190)	9% (105)	1138
Trump Job Strongly Approve	14% (69)	15% (73)	30% (149)	11% (56)	20% (101)	11% (56)	505
Trump Job Somewhat Approve	16% (68)	19% (78)	34% (140)	7% (28)	15% (63)	10% (41)	419
Trump Job Somewhat Disapprove	16% (44)	19% (53)	32% (89)	8% (22)	17% (47)	9% (24)	279
Trump Job Strongly Disapprove	14% (118)	15% (129)	34% (296)	11% (92)	17% (142)	9% (81)	860
Favorable of Trump	15% (133)	15% (135)	33% (292)	9% (80)	18% (161)	10% (87)	888
Unfavorable of Trump	13% (154)	17% (195)	34% (390)	11% (123)	17% (197)	8% (95)	1153
Very Favorable of Trump	15% (75)	14% (71)	31% (161)	10% (50)	19% (97)	11% (58)	512
Somewhat Favorable of Trump	15% (58)	17% (64)	35% (131)	8% (30)	17% (64)	8% (29)	376
Somewhat Unfavorable of Trump	9% (20)	23% (52)	32% (74)	10% (24)	17% (38)	9% (20)	228
Very Unfavorable of Trump	14% (133)	15% (143)	34% (316)	11% (99)	17% (159)	8% (75)	925

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Table CMT4_3: Would the following make you more likely to go to the movie theaters more frequently?
Premium audio options such as Dolby Digital

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (313)	16% (344)	33% (721)	10% (210)	17% (371)	11% (241)	2200
#1 Issue: Economy	17% (91)	19% (97)	32% (168)	9% (46)	15% (76)	9% (45)	522
#1 Issue: Security	12% (56)	14% (63)	35% (158)	9% (41)	21% (92)	8% (37)	448
#1 Issue: Health Care	15% (46)	19% (59)	32% (102)	11% (36)	14% (46)	9% (28)	318
#1 Issue: Medicare / Social Security	9% (26)	9% (25)	33% (98)	9% (28)	24% (72)	16% (46)	295
#1 Issue: Women's Issues	15% (28)	14% (27)	33% (63)	11% (20)	13% (25)	15% (29)	192
#1 Issue: Education	22% (36)	17% (28)	27% (43)	12% (18)	14% (23)	7% (12)	159
#1 Issue: Energy	16% (22)	19% (26)	38% (51)	6% (9)	14% (19)	7% (9)	136
#1 Issue: Other	6% (8)	15% (20)	29% (38)	8% (11)	15% (19)	26% (34)	130
2018 House Vote: Democrat	14% (110)	17% (134)	33% (260)	10% (76)	17% (135)	8% (62)	777
2018 House Vote: Republican	12% (83)	16% (108)	32% (217)	11% (73)	21% (143)	8% (57)	680
2018 House Vote: Someone else	16% (19)	15% (17)	30% (34)	11% (12)	10% (12)	19% (21)	115
2018 House Vote: Didnt Vote	16% (99)	13% (81)	34% (209)	8% (49)	13% (82)	16% (98)	619
2016 Vote: Hillary Clinton	14% (97)	17% (111)	33% (220)	10% (68)	18% (124)	8% (53)	673
2016 Vote: Donald Trump	13% (89)	15% (103)	33% (230)	10% (67)	20% (140)	8% (56)	686
2016 Vote: Someone else	14% (24)	22% (39)	29% (53)	10% (18)	14% (26)	11% (19)	180
2016 Vote: Didnt Vote	15% (101)	13% (88)	33% (217)	9% (57)	12% (79)	17% (112)	655
Voted in 2014: Yes	12% (164)	17% (232)	33% (440)	10% (134)	20% (265)	9% (115)	1351
Voted in 2014: No	17% (149)	13% (113)	33% (280)	9% (75)	13% (106)	15% (126)	849
2012 Vote: Barack Obama	14% (114)	17% (134)	32% (260)	10% (83)	18% (145)	9% (72)	808
2012 Vote: Mitt Romney	12% (61)	14% (73)	33% (164)	10% (52)	23% (114)	8% (41)	505
2012 Vote: Other	9% (10)	22% (25)	41% (45)	8% (8)	11% (12)	8% (9)	110
2012 Vote: Didn't Vote	16% (126)	15% (112)	32% (249)	9% (66)	13% (97)	15% (119)	769

Continued on next page

Table CMT4_3: Would the following make you more likely to go to the movie theaters more frequently?
Premium audio options such as Dolby Digital

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (313)	16% (344)	33% (721)	10% (210)	17% (371)	11% (241)	2200
4-Region: Northeast	14% (56)	10% (38)	37% (145)	8% (30)	21% (84)	11% (42)	394
4-Region: Midwest	11% (49)	15% (71)	39% (179)	11% (50)	15% (70)	10% (44)	462
4-Region: South	15% (124)	16% (133)	30% (250)	9% (78)	17% (138)	12% (101)	824
4-Region: West	16% (84)	20% (103)	28% (147)	10% (52)	15% (80)	10% (53)	520
Frequent movie goers	28% (85)	23% (70)	26% (81)	8% (24)	7% (20)	9% (26)	307
Occasional movie goers	16% (141)	19% (165)	36% (321)	9% (81)	13% (112)	8% (70)	889
Infrequent movie goers	9% (87)	11% (109)	32% (318)	10% (105)	24% (239)	14% (145)	1003

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

Table CMT4_4: Would the following make you more likely to go to the movie theaters more frequently?

Unique food options

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (298)	15% (326)	32% (696)	11% (242)	19% (417)	10% (222)	2200
Gender: Male	14% (150)	15% (156)	33% (347)	10% (108)	18% (187)	11% (114)	1062
Gender: Female	13% (149)	15% (169)	31% (348)	12% (134)	20% (230)	9% (108)	1138
Age: 18-29	24% (120)	19% (96)	31% (156)	6% (32)	8% (41)	11% (57)	503
Age: 30-44	19% (96)	21% (109)	29% (146)	10% (52)	13% (66)	8% (41)	510
Age: 45-54	12% (50)	12% (50)	37% (149)	12% (47)	19% (75)	8% (34)	404
Age: 55-64	6% (19)	12% (42)	31% (106)	13% (46)	27% (93)	12% (41)	347
Age: 65+	3% (13)	6% (28)	32% (139)	15% (66)	32% (142)	11% (49)	436
Generation Z: 18-22	29% (74)	17% (43)	28% (72)	5% (13)	9% (24)	13% (34)	260
Millennial: Age 23-38	20% (112)	23% (132)	29% (166)	10% (56)	9% (51)	9% (51)	569
Generation X: Age 39-54	13% (79)	14% (80)	36% (212)	11% (62)	18% (107)	8% (47)	588
Boomers: Age 55-73	5% (32)	10% (68)	31% (220)	14% (100)	30% (211)	10% (72)	703
PID: Dem (no lean)	16% (130)	16% (125)	31% (249)	11% (85)	19% (154)	7% (58)	801
PID: Ind (no lean)	15% (108)	13% (98)	33% (240)	9% (68)	15% (109)	14% (105)	728
PID: Rep (no lean)	9% (60)	15% (103)	31% (207)	13% (89)	23% (154)	9% (58)	671
PID/Gender: Dem Men	17% (59)	17% (61)	32% (113)	9% (31)	18% (64)	7% (24)	352
PID/Gender: Dem Women	16% (71)	14% (64)	30% (136)	12% (54)	20% (90)	8% (34)	449
PID/Gender: Ind Men	15% (57)	11% (39)	33% (124)	8% (31)	17% (64)	15% (57)	372
PID/Gender: Ind Women	14% (51)	16% (58)	33% (116)	10% (37)	13% (45)	14% (48)	355
PID/Gender: Rep Men	10% (34)	17% (56)	33% (110)	13% (45)	18% (59)	10% (33)	338
PID/Gender: Rep Women	8% (26)	14% (47)	29% (97)	13% (44)	28% (95)	8% (26)	334

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Table CMT4_4: Would the following make you more likely to go to the movie theaters more frequently?*Unique food options*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (298)	15% (326)	32% (696)	11% (242)	19% (417)	10% (222)	2200
Ideo: Liberal (1-3)	17% (122)	19% (132)	30% (212)	11% (78)	15% (107)	7% (50)	701
Ideo: Moderate (4)	12% (59)	16% (77)	35% (169)	10% (49)	19% (91)	9% (43)	489
Ideo: Conservative (5-7)	9% (68)	11% (77)	33% (240)	13% (97)	25% (181)	9% (67)	729
Educ: < College	14% (217)	15% (223)	31% (470)	10% (155)	18% (273)	12% (175)	1512
Educ: Bachelors degree	14% (63)	13% (59)	33% (147)	13% (59)	19% (82)	7% (33)	444
Educ: Post-grad	8% (19)	18% (43)	32% (78)	12% (28)	25% (62)	6% (14)	244
Income: Under 50k	15% (197)	14% (189)	29% (382)	12% (151)	17% (229)	12% (162)	1310
Income: 50k-100k	12% (68)	15% (88)	35% (208)	10% (59)	21% (124)	7% (42)	589
Income: 100k+	11% (33)	16% (49)	35% (106)	11% (32)	21% (63)	6% (18)	301
Ethnicity: White	12% (199)	14% (239)	33% (569)	12% (202)	21% (355)	9% (157)	1722
Ethnicity: Hispanic	24% (85)	14% (48)	28% (97)	10% (35)	12% (43)	12% (41)	349
Ethnicity: Afr. Am.	24% (67)	13% (37)	27% (75)	9% (24)	12% (32)	15% (40)	274
Ethnicity: Other	16% (32)	24% (49)	25% (51)	8% (17)	15% (30)	12% (25)	204
All Christian	11% (101)	13% (123)	32% (301)	13% (125)	23% (213)	9% (83)	946
All Non-Christian	16% (17)	15% (16)	29% (30)	10% (11)	20% (21)	9% (9)	103
Atheist	17% (16)	19% (17)	30% (27)	8% (7)	19% (18)	6% (6)	90
Agnostic/Nothing in particular	16% (165)	16% (170)	32% (338)	9% (100)	16% (165)	12% (124)	1061
Religious Non-Protestant/Catholic	13% (18)	15% (20)	34% (47)	10% (13)	21% (29)	7% (10)	136
Evangelical	13% (84)	12% (74)	29% (180)	11% (67)	22% (139)	13% (79)	623
Non-Evangelical	12% (89)	14% (107)	34% (261)	12% (94)	20% (155)	9% (66)	772
Community: Urban	15% (84)	14% (79)	34% (194)	8% (47)	18% (103)	11% (60)	567
Community: Suburban	14% (141)	16% (167)	31% (316)	11% (119)	19% (199)	9% (93)	1035
Community: Rural	12% (73)	13% (80)	31% (186)	13% (76)	19% (115)	12% (69)	599

Continued on next page

Table CMT4_4: Would the following make you more likely to go to the movie theaters more frequently?
Unique food options

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (298)	15% (326)	32% (696)	11% (242)	19% (417)	10% (222)	2200
Employ: Private Sector	14% (86)	18% (115)	33% (204)	14% (88)	15% (93)	6% (37)	623
Employ: Government	18% (24)	19% (25)	32% (44)	11% (16)	13% (18)	7% (10)	137
Employ: Self-Employed	14% (28)	14% (28)	31% (61)	9% (18)	20% (40)	12% (23)	198
Employ: Homemaker	14% (20)	19% (27)	32% (45)	6% (8)	16% (22)	13% (18)	140
Employ: Student	27% (36)	16% (21)	33% (43)	6% (9)	8% (11)	10% (13)	133
Employ: Retired	4% (20)	8% (38)	31% (145)	14% (65)	33% (156)	11% (50)	474
Employ: Unemployed	16% (41)	19% (48)	29% (75)	9% (22)	14% (37)	14% (35)	259
Employ: Other	18% (43)	10% (24)	33% (77)	7% (17)	16% (39)	15% (35)	235
Military HH: Yes	9% (33)	11% (39)	35% (127)	13% (45)	23% (84)	9% (33)	361
Military HH: No	14% (265)	16% (287)	31% (569)	11% (197)	18% (332)	10% (188)	1839
RD/WT: Right Direction	13% (117)	13% (113)	31% (274)	12% (103)	20% (172)	11% (94)	872
RD/WT: Wrong Track	14% (181)	16% (213)	32% (422)	10% (139)	18% (244)	10% (128)	1328
Trump Job Approve	12% (112)	14% (131)	32% (297)	12% (106)	21% (190)	9% (87)	924
Trump Job Disapprove	15% (171)	16% (179)	31% (358)	11% (127)	19% (211)	8% (93)	1138
Trump Job Strongly Approve	11% (54)	11% (57)	30% (150)	13% (68)	24% (120)	11% (56)	505
Trump Job Somewhat Approve	14% (57)	18% (74)	35% (147)	9% (39)	17% (71)	8% (32)	419
Trump Job Somewhat Disapprove	16% (45)	16% (45)	31% (85)	11% (30)	18% (50)	8% (23)	279
Trump Job Strongly Disapprove	15% (126)	16% (134)	32% (273)	11% (97)	19% (160)	8% (70)	860
Favorable of Trump	11% (95)	14% (121)	33% (294)	12% (102)	21% (191)	9% (84)	888
Unfavorable of Trump	16% (179)	16% (186)	32% (369)	11% (127)	18% (213)	7% (79)	1153
Very Favorable of Trump	10% (50)	13% (66)	30% (154)	14% (70)	23% (116)	11% (57)	512
Somewhat Favorable of Trump	12% (45)	15% (55)	37% (140)	9% (33)	20% (75)	7% (27)	376
Somewhat Unfavorable of Trump	14% (31)	15% (34)	31% (71)	12% (28)	19% (42)	9% (21)	228
Very Unfavorable of Trump	16% (148)	16% (152)	32% (298)	11% (99)	18% (170)	6% (58)	925

Continued on next page

Table CMT4_4: Would the following make you more likely to go to the movie theaters more frequently?*Unique food options*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (298)	15% (326)	32% (696)	11% (242)	19% (417)	10% (222)	2200
#1 Issue: Economy	16% (81)	18% (92)	32% (165)	9% (46)	18% (91)	9% (46)	522
#1 Issue: Security	10% (44)	12% (54)	31% (138)	14% (61)	26% (114)	8% (36)	448
#1 Issue: Health Care	14% (46)	12% (37)	34% (109)	16% (51)	15% (49)	8% (26)	318
#1 Issue: Medicare / Social Security	6% (17)	13% (38)	30% (90)	11% (32)	26% (77)	14% (41)	295
#1 Issue: Women's Issues	17% (33)	18% (34)	36% (69)	8% (15)	12% (22)	10% (19)	192
#1 Issue: Education	28% (45)	15% (23)	24% (39)	11% (17)	12% (19)	10% (16)	159
#1 Issue: Energy	16% (22)	22% (29)	35% (48)	7% (9)	13% (18)	7% (10)	136
#1 Issue: Other	8% (10)	13% (17)	30% (39)	8% (10)	19% (25)	22% (28)	130
2018 House Vote: Democrat	14% (107)	17% (129)	33% (254)	10% (79)	19% (150)	7% (57)	777
2018 House Vote: Republican	8% (56)	13% (87)	32% (218)	13% (92)	25% (168)	9% (59)	680
2018 House Vote: Someone else	15% (17)	8% (10)	28% (32)	20% (23)	13% (15)	16% (18)	115
2018 House Vote: Didn't Vote	18% (114)	16% (96)	31% (190)	8% (49)	14% (84)	14% (85)	619
2016 Vote: Hillary Clinton	13% (87)	15% (104)	31% (211)	12% (81)	21% (139)	7% (50)	673
2016 Vote: Donald Trump	9% (60)	13% (86)	35% (237)	12% (83)	24% (162)	8% (57)	686
2016 Vote: Someone else	12% (21)	17% (30)	34% (61)	12% (21)	16% (29)	10% (17)	180
2016 Vote: Didn't Vote	20% (130)	16% (104)	28% (185)	9% (56)	13% (83)	15% (98)	655
Voted in 2014: Yes	10% (137)	14% (195)	33% (440)	12% (165)	22% (304)	8% (111)	1351
Voted in 2014: No	19% (161)	15% (131)	30% (256)	9% (78)	13% (113)	13% (111)	849
2012 Vote: Barack Obama	13% (105)	15% (118)	31% (251)	12% (100)	20% (162)	9% (73)	808
2012 Vote: Mitt Romney	8% (41)	13% (64)	32% (163)	13% (67)	26% (132)	7% (38)	505
2012 Vote: Other	4% (4)	12% (14)	47% (52)	10% (11)	20% (21)	7% (8)	110
2012 Vote: Didn't Vote	19% (146)	17% (130)	30% (228)	8% (63)	13% (99)	13% (103)	769

Continued on next page

Table CMT4_4: *Would the following make you more likely to go to the movie theaters more frequently?*
Unique food options

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (298)	15% (326)	32% (696)	11% (242)	19% (417)	10% (222)	2200
4-Region: Northeast	11% (43)	10% (40)	36% (140)	11% (45)	24% (93)	8% (32)	394
4-Region: Midwest	11% (52)	16% (76)	36% (165)	11% (51)	16% (74)	10% (44)	462
4-Region: South	16% (136)	14% (115)	30% (250)	9% (75)	19% (157)	11% (91)	824
4-Region: West	13% (67)	18% (94)	27% (140)	14% (71)	18% (93)	10% (54)	520
Frequent movie goers	27% (83)	17% (51)	28% (86)	11% (34)	10% (30)	8% (24)	307
Occasional movie goers	16% (140)	18% (159)	34% (305)	10% (89)	15% (131)	7% (65)	889
Infrequent movie goers	8% (76)	12% (115)	30% (304)	12% (120)	25% (256)	13% (133)	1003

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

Table CMT4_5: Would the following make you more likely to go to the movie theaters more frequently?
Better quality food options

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	15% (328)	17% (369)	32% (712)	11% (241)	16% (356)	9% (195)	2200
Gender: Male	16% (171)	18% (186)	31% (334)	11% (118)	15% (156)	9% (97)	1062
Gender: Female	14% (157)	16% (183)	33% (377)	11% (123)	18% (200)	9% (98)	1138
Age: 18-29	26% (132)	18% (89)	31% (157)	7% (36)	7% (34)	11% (55)	503
Age: 30-44	18% (92)	22% (111)	32% (165)	9% (46)	11% (57)	8% (38)	510
Age: 45-54	14% (57)	14% (58)	34% (137)	12% (47)	18% (72)	8% (33)	404
Age: 55-64	8% (27)	16% (55)	34% (118)	15% (53)	19% (67)	8% (27)	347
Age: 65+	5% (20)	13% (56)	31% (135)	13% (58)	29% (126)	9% (41)	436
Generation Z: 18-22	27% (70)	17% (44)	29% (76)	8% (20)	7% (17)	13% (33)	260
Millennial: Age 23-38	21% (122)	22% (127)	31% (179)	8% (46)	8% (46)	8% (48)	569
Generation X: Age 39-54	15% (88)	15% (87)	35% (204)	11% (63)	17% (99)	8% (46)	588
Boomers: Age 55-73	7% (48)	15% (106)	33% (230)	14% (100)	23% (165)	8% (55)	703
PID: Dem (no lean)	18% (144)	18% (147)	32% (258)	10% (77)	16% (125)	6% (50)	801
PID: Ind (no lean)	13% (96)	15% (110)	36% (263)	10% (75)	13% (94)	12% (91)	728
PID: Rep (no lean)	13% (88)	17% (112)	28% (191)	13% (89)	20% (137)	8% (54)	671
PID/Gender: Dem Men	23% (81)	19% (66)	27% (96)	9% (31)	16% (56)	7% (23)	352
PID/Gender: Dem Women	14% (63)	18% (81)	36% (162)	10% (46)	15% (69)	6% (27)	449
PID/Gender: Ind Men	12% (45)	15% (57)	36% (134)	10% (37)	14% (53)	12% (46)	372
PID/Gender: Ind Women	14% (51)	15% (52)	36% (129)	11% (38)	11% (40)	13% (45)	355
PID/Gender: Rep Men	13% (45)	19% (63)	31% (104)	15% (50)	14% (47)	8% (28)	338
PID/Gender: Rep Women	13% (43)	15% (49)	26% (86)	12% (39)	27% (90)	8% (26)	334

Continued on next page

**Table CMT4_5: Would the following make you more likely to go to the movie theaters more frequently?
Better quality food options**

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	15% (328)	17% (369)	32% (712)	11% (241)	16% (356)	9% (195)	2200
Ideo: Liberal (1-3)	19% (130)	21% (150)	29% (204)	10% (72)	14% (100)	6% (44)	701
Ideo: Moderate (4)	13% (63)	15% (75)	39% (190)	9% (45)	16% (78)	8% (38)	489
Ideo: Conservative (5-7)	11% (82)	14% (104)	32% (233)	13% (97)	21% (154)	8% (58)	729
Educ: < College	16% (239)	16% (242)	32% (483)	11% (161)	15% (233)	10% (154)	1512
Educ: Bachelors degree	15% (66)	18% (81)	33% (145)	12% (51)	16% (73)	6% (28)	444
Educ: Post-grad	9% (23)	19% (46)	34% (83)	12% (29)	21% (50)	5% (12)	244
Income: Under 50k	16% (215)	15% (200)	31% (406)	12% (152)	15% (195)	11% (143)	1310
Income: 50k-100k	13% (76)	17% (103)	35% (205)	8% (49)	20% (118)	6% (38)	589
Income: 100k+	12% (37)	22% (67)	34% (101)	13% (40)	14% (43)	4% (13)	301
Ethnicity: White	13% (221)	16% (267)	35% (595)	11% (196)	18% (304)	8% (139)	1722
Ethnicity: Hispanic	24% (84)	15% (53)	29% (103)	10% (33)	12% (40)	10% (36)	349
Ethnicity: Afr. Am.	25% (69)	23% (62)	23% (62)	9% (25)	9% (24)	12% (32)	274
Ethnicity: Other	19% (39)	19% (40)	27% (55)	9% (19)	14% (28)	12% (23)	204
All Christian	13% (119)	15% (146)	32% (307)	13% (120)	19% (180)	8% (74)	946
All Non-Christian	19% (19)	11% (12)	33% (34)	12% (13)	14% (15)	10% (10)	103
Atheist	11% (10)	20% (18)	36% (32)	13% (12)	19% (17)	3% (2)	90
Agnostic/Nothing in particular	17% (180)	18% (193)	32% (339)	9% (97)	14% (144)	10% (108)	1061
Religious Non-Protestant/Catholic	16% (21)	15% (21)	34% (47)	13% (18)	13% (18)	8% (11)	136
Evangelical	15% (92)	15% (96)	30% (185)	10% (65)	19% (119)	11% (66)	623
Non-Evangelical	13% (101)	16% (121)	34% (261)	12% (92)	17% (135)	8% (62)	772
Community: Urban	16% (91)	16% (92)	33% (187)	10% (55)	15% (84)	10% (58)	567
Community: Suburban	15% (152)	19% (192)	32% (331)	11% (111)	16% (171)	8% (78)	1035
Community: Rural	14% (85)	14% (85)	32% (194)	12% (75)	17% (101)	10% (58)	599

Continued on next page

Table CMT4_5: Would the following make you more likely to go to the movie theaters more frequently?
Better quality food options

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	15% (328)	17% (369)	32% (712)	11% (241)	16% (356)	9% (195)	2200
Employ: Private Sector	17% (107)	19% (116)	34% (212)	12% (74)	13% (82)	5% (33)	623
Employ: Government	13% (18)	21% (28)	40% (54)	10% (13)	14% (20)	3% (4)	137
Employ: Self-Employed	16% (31)	18% (35)	32% (63)	10% (20)	14% (28)	11% (21)	198
Employ: Homemaker	15% (21)	14% (19)	34% (47)	9% (12)	17% (23)	13% (18)	140
Employ: Student	25% (33)	19% (26)	28% (38)	8% (11)	10% (13)	10% (13)	133
Employ: Retired	7% (33)	13% (64)	31% (147)	13% (62)	27% (128)	8% (40)	474
Employ: Unemployed	15% (39)	17% (45)	34% (88)	8% (20)	13% (33)	13% (33)	259
Employ: Other	20% (47)	16% (37)	27% (63)	12% (27)	12% (29)	14% (33)	235
Military HH: Yes	10% (37)	14% (50)	37% (132)	11% (40)	20% (73)	8% (29)	361
Military HH: No	16% (291)	17% (319)	32% (579)	11% (201)	15% (283)	9% (165)	1839
RD/WT: Right Direction	15% (135)	15% (127)	31% (272)	11% (98)	18% (154)	10% (88)	872
RD/WT: Wrong Track	15% (193)	18% (242)	33% (440)	11% (143)	15% (202)	8% (107)	1328
Trump Job Approve	15% (135)	15% (137)	32% (300)	11% (103)	19% (173)	8% (76)	924
Trump Job Disapprove	16% (177)	19% (216)	33% (373)	11% (123)	15% (170)	7% (80)	1138
Trump Job Strongly Approve	14% (70)	12% (58)	29% (146)	13% (67)	22% (114)	10% (50)	505
Trump Job Somewhat Approve	16% (65)	19% (78)	37% (153)	9% (36)	14% (60)	6% (26)	419
Trump Job Somewhat Disapprove	15% (41)	21% (58)	31% (87)	11% (32)	17% (47)	5% (15)	279
Trump Job Strongly Disapprove	16% (136)	18% (159)	33% (286)	11% (91)	14% (123)	8% (65)	860
Favorable of Trump	14% (123)	14% (123)	33% (295)	11% (99)	20% (175)	8% (73)	888
Unfavorable of Trump	15% (178)	20% (229)	33% (381)	11% (130)	15% (170)	6% (65)	1153
Very Favorable of Trump	14% (71)	12% (62)	30% (153)	14% (69)	21% (108)	10% (49)	512
Somewhat Favorable of Trump	14% (52)	16% (61)	38% (142)	8% (30)	18% (67)	6% (24)	376
Somewhat Unfavorable of Trump	13% (29)	20% (46)	32% (72)	14% (32)	14% (31)	8% (17)	228
Very Unfavorable of Trump	16% (149)	20% (183)	33% (309)	11% (98)	15% (138)	5% (48)	925

Continued on next page

Table CMT4_5: Would the following make you more likely to go to the movie theaters more frequently?
Better quality food options

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	15% (328)	17% (369)	32% (712)	11% (241)	16% (356)	9% (195)	2200
#1 Issue: Economy	19% (101)	15% (76)	35% (183)	9% (47)	14% (75)	8% (39)	522
#1 Issue: Security	10% (47)	16% (70)	32% (144)	13% (56)	22% (98)	7% (33)	448
#1 Issue: Health Care	16% (52)	14% (44)	34% (110)	15% (49)	13% (40)	7% (24)	318
#1 Issue: Medicare / Social Security	8% (24)	16% (46)	32% (93)	10% (30)	23% (68)	11% (33)	295
#1 Issue: Women's Issues	18% (34)	19% (37)	31% (60)	11% (21)	12% (22)	9% (17)	192
#1 Issue: Education	24% (37)	29% (45)	23% (37)	6% (10)	11% (17)	8% (12)	159
#1 Issue: Energy	14% (19)	19% (27)	36% (49)	12% (16)	12% (16)	7% (10)	136
#1 Issue: Other	10% (13)	19% (24)	28% (36)	8% (11)	15% (20)	20% (27)	130
2018 House Vote: Democrat	15% (114)	19% (150)	33% (256)	10% (78)	17% (129)	6% (49)	777
2018 House Vote: Republican	11% (75)	15% (103)	31% (209)	13% (92)	22% (150)	8% (51)	680
2018 House Vote: Someone else	16% (18)	16% (19)	30% (35)	12% (14)	12% (13)	13% (15)	115
2018 House Vote: Didn't Vote	19% (117)	15% (95)	34% (211)	9% (55)	10% (63)	13% (78)	619
2016 Vote: Hillary Clinton	15% (103)	19% (125)	31% (211)	11% (77)	17% (115)	6% (43)	673
2016 Vote: Donald Trump	11% (78)	15% (100)	34% (230)	12% (84)	21% (146)	7% (48)	686
2016 Vote: Someone else	11% (20)	23% (41)	31% (56)	11% (21)	16% (28)	8% (14)	180
2016 Vote: Didn't Vote	19% (126)	16% (102)	33% (214)	9% (58)	10% (66)	14% (90)	655
Voted in 2014: Yes	12% (164)	17% (231)	33% (443)	12% (164)	19% (261)	7% (88)	1351
Voted in 2014: No	19% (164)	16% (138)	32% (269)	9% (77)	11% (95)	13% (106)	849
2012 Vote: Barack Obama	14% (116)	19% (150)	33% (264)	12% (96)	16% (130)	6% (52)	808
2012 Vote: Mitt Romney	11% (54)	14% (72)	32% (164)	12% (62)	24% (122)	6% (31)	505
2012 Vote: Other	4% (5)	18% (20)	38% (42)	13% (14)	19% (21)	7% (8)	110
2012 Vote: Didn't Vote	19% (150)	16% (127)	31% (241)	9% (68)	10% (81)	13% (103)	769

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Table CMT4_5: Would the following make you more likely to go to the movie theaters more frequently?
Better quality food options

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	15% (328)	17% (369)	32% (712)	11% (241)	16% (356)	9% (195)	2200
4-Region: Northeast	15% (58)	11% (44)	35% (137)	12% (47)	20% (79)	7% (27)	394
4-Region: Midwest	12% (55)	16% (72)	38% (176)	12% (54)	14% (65)	9% (41)	462
4-Region: South	18% (145)	19% (156)	28% (229)	9% (78)	17% (138)	9% (78)	824
4-Region: West	13% (70)	19% (97)	33% (169)	12% (62)	14% (74)	9% (48)	520
Frequent movie goers	27% (83)	18% (55)	29% (91)	10% (30)	9% (28)	7% (21)	307
Occasional movie goers	16% (146)	21% (191)	34% (299)	10% (88)	12% (107)	7% (58)	889
Infrequent movie goers	10% (99)	12% (124)	32% (322)	12% (122)	22% (221)	11% (115)	1003

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

Table CMT4_6: *Would the following make you more likely to go to the movie theaters more frequently?*
Healthier food options

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	10% (218)	11% (242)	36% (796)	12% (265)	21% (472)	9% (207)	2200
Gender: Male	11% (117)	11% (121)	36% (379)	11% (121)	21% (222)	10% (103)	1062
Gender: Female	9% (101)	11% (121)	37% (417)	13% (144)	22% (251)	9% (104)	1138
Age: 18-29	16% (80)	10% (52)	39% (196)	10% (52)	13% (65)	11% (57)	503
Age: 30-44	12% (60)	14% (72)	38% (196)	9% (45)	20% (100)	7% (38)	510
Age: 45-54	10% (42)	10% (41)	35% (143)	16% (63)	20% (81)	9% (35)	404
Age: 55-64	6% (22)	9% (32)	35% (122)	12% (43)	26% (91)	11% (38)	347
Age: 65+	3% (13)	10% (45)	32% (140)	14% (62)	31% (135)	9% (40)	436
Generation Z: 18-22	17% (44)	13% (33)	36% (94)	11% (28)	12% (31)	12% (30)	260
Millennial: Age 23-38	14% (81)	12% (68)	40% (230)	9% (49)	16% (91)	9% (50)	569
Generation X: Age 39-54	10% (57)	11% (63)	36% (211)	14% (84)	21% (124)	8% (48)	588
Boomers: Age 55-73	5% (35)	10% (73)	34% (236)	13% (94)	28% (197)	9% (67)	703
PID: Dem (no lean)	11% (89)	11% (92)	37% (296)	13% (105)	21% (165)	7% (54)	801
PID: Ind (no lean)	9% (66)	11% (77)	37% (267)	12% (84)	18% (131)	14% (102)	728
PID: Rep (no lean)	9% (62)	11% (73)	35% (234)	11% (75)	26% (177)	7% (50)	671
PID/Gender: Dem Men	12% (43)	13% (46)	35% (123)	12% (42)	20% (71)	7% (26)	352
PID/Gender: Dem Women	10% (46)	10% (46)	38% (173)	14% (63)	21% (93)	6% (29)	449
PID/Gender: Ind Men	10% (36)	10% (37)	36% (133)	10% (39)	21% (78)	14% (51)	372
PID/Gender: Ind Women	9% (30)	11% (40)	38% (134)	13% (46)	15% (53)	14% (51)	355
PID/Gender: Rep Men	11% (38)	11% (38)	36% (123)	12% (40)	21% (72)	8% (27)	338
PID/Gender: Rep Women	7% (24)	11% (35)	33% (111)	11% (36)	31% (104)	7% (23)	334

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Table CMT4_6: *Would the following make you more likely to go to the movie theaters more frequently?*
Healthier food options

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	10% (218)	11% (242)	36% (796)	12% (265)	21% (472)	9% (207)	2200
Ideo: Liberal (1-3)	12% (85)	13% (90)	37% (262)	13% (88)	18% (126)	7% (50)	701
Ideo: Moderate (4)	10% (47)	9% (45)	41% (199)	11% (52)	22% (107)	8% (39)	489
Ideo: Conservative (5-7)	8% (55)	11% (77)	34% (251)	13% (96)	27% (194)	8% (56)	729
Educ: < College	10% (150)	10% (158)	36% (545)	12% (176)	21% (318)	11% (165)	1512
Educ: Bachelors degree	11% (51)	12% (55)	37% (164)	13% (56)	20% (90)	6% (29)	444
Educ: Post-grad	7% (17)	12% (30)	36% (87)	13% (32)	26% (64)	6% (14)	244
Income: Under 50k	11% (139)	9% (123)	36% (466)	12% (162)	20% (263)	12% (157)	1310
Income: 50k-100k	8% (48)	14% (82)	36% (212)	13% (77)	23% (135)	6% (35)	589
Income: 100k+	10% (31)	12% (36)	39% (119)	9% (27)	25% (74)	5% (14)	301
Ethnicity: White	8% (135)	10% (181)	38% (648)	13% (217)	23% (393)	9% (149)	1722
Ethnicity: Hispanic	19% (66)	9% (32)	36% (126)	8% (28)	18% (64)	10% (34)	349
Ethnicity: Afr. Am.	21% (57)	12% (33)	29% (79)	11% (30)	14% (40)	13% (36)	274
Ethnicity: Other	13% (26)	14% (28)	34% (69)	9% (18)	19% (40)	11% (22)	204
All Christian	8% (78)	12% (113)	34% (325)	14% (136)	23% (222)	8% (73)	946
All Non-Christian	15% (15)	11% (11)	38% (39)	7% (7)	22% (23)	8% (8)	103
Atheist	7% (7)	18% (16)	42% (38)	9% (8)	22% (20)	3% (2)	90
Agnostic/Nothing in particular	11% (118)	10% (101)	37% (394)	11% (115)	20% (208)	12% (124)	1061
Religious Non-Protestant/Catholic	12% (16)	14% (19)	39% (53)	6% (8)	23% (31)	7% (10)	136
Evangelical	10% (64)	11% (69)	33% (204)	11% (68)	24% (150)	11% (69)	623
Non-Evangelical	9% (66)	10% (80)	37% (286)	15% (118)	21% (162)	8% (61)	772
Community: Urban	11% (62)	13% (73)	36% (206)	9% (48)	21% (119)	10% (57)	567
Community: Suburban	10% (107)	11% (115)	36% (370)	14% (144)	21% (213)	8% (86)	1035
Community: Rural	8% (48)	9% (54)	37% (220)	12% (73)	23% (140)	11% (64)	599

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Table CMT4_6: *Would the following make you more likely to go to the movie theaters more frequently?*
Healthier food options

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	10% (218)	11% (242)	36% (796)	12% (265)	21% (472)	9% (207)	2200
Employ: Private Sector	11% (66)	11% (72)	40% (251)	13% (82)	20% (122)	5% (31)	623
Employ: Government	12% (17)	14% (20)	38% (52)	13% (18)	18% (24)	5% (7)	137
Employ: Self-Employed	13% (25)	13% (25)	35% (70)	9% (19)	19% (37)	11% (22)	198
Employ: Homemaker	7% (10)	9% (12)	40% (56)	10% (14)	20% (28)	15% (20)	140
Employ: Student	15% (20)	12% (16)	36% (48)	14% (19)	14% (18)	9% (12)	133
Employ: Retired	5% (26)	10% (49)	32% (152)	13% (62)	30% (141)	9% (44)	474
Employ: Unemployed	11% (29)	14% (37)	32% (82)	9% (24)	20% (51)	14% (37)	259
Employ: Other	11% (26)	5% (12)	37% (87)	12% (28)	21% (50)	14% (34)	235
Military HH: Yes	5% (20)	10% (35)	37% (133)	15% (55)	24% (87)	9% (32)	361
Military HH: No	11% (198)	11% (207)	36% (663)	11% (210)	21% (385)	10% (175)	1839
RD/WT: Right Direction	10% (90)	11% (92)	35% (307)	11% (97)	22% (196)	10% (90)	872
RD/WT: Wrong Track	10% (127)	11% (150)	37% (489)	13% (168)	21% (276)	9% (117)	1328
Trump Job Approve	10% (90)	11% (98)	36% (337)	11% (97)	24% (217)	9% (84)	924
Trump Job Disapprove	10% (117)	11% (130)	37% (419)	13% (153)	21% (235)	7% (85)	1138
Trump Job Strongly Approve	8% (42)	8% (42)	36% (180)	11% (57)	27% (135)	9% (48)	505
Trump Job Somewhat Approve	11% (48)	13% (56)	37% (157)	10% (40)	20% (82)	9% (36)	419
Trump Job Somewhat Disapprove	8% (23)	11% (31)	35% (98)	14% (40)	26% (72)	5% (15)	279
Trump Job Strongly Disapprove	11% (94)	11% (99)	37% (321)	13% (114)	19% (163)	8% (70)	860
Favorable of Trump	9% (77)	10% (90)	37% (331)	11% (100)	24% (213)	9% (77)	888
Unfavorable of Trump	11% (123)	12% (136)	37% (426)	13% (154)	21% (243)	6% (71)	1153
Very Favorable of Trump	9% (44)	9% (49)	35% (180)	10% (52)	27% (140)	9% (49)	512
Somewhat Favorable of Trump	9% (33)	11% (41)	40% (152)	13% (48)	20% (74)	7% (28)	376
Somewhat Unfavorable of Trump	9% (21)	10% (23)	36% (83)	14% (33)	25% (56)	5% (12)	228
Very Unfavorable of Trump	11% (102)	12% (113)	37% (343)	13% (121)	20% (187)	6% (58)	925

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Table CMT4_6: *Would the following make you more likely to go to the movie theaters more frequently?*
Healthier food options

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	10% (218)	11% (242)	36% (796)	12% (265)	21% (472)	9% (207)	2200
#1 Issue: Economy	14% (73)	12% (62)	37% (193)	11% (58)	18% (93)	8% (43)	522
#1 Issue: Security	5% (22)	10% (45)	38% (172)	11% (51)	28% (124)	7% (33)	448
#1 Issue: Health Care	9% (28)	12% (38)	34% (107)	16% (50)	21% (66)	9% (28)	318
#1 Issue: Medicare / Social Security	7% (20)	9% (25)	33% (97)	12% (36)	27% (80)	12% (36)	295
#1 Issue: Women's Issues	12% (23)	9% (18)	40% (76)	12% (24)	18% (34)	9% (18)	192
#1 Issue: Education	17% (28)	13% (21)	32% (51)	13% (20)	17% (27)	8% (12)	159
#1 Issue: Energy	11% (15)	16% (22)	43% (58)	9% (12)	15% (20)	6% (9)	136
#1 Issue: Other	7% (9)	9% (12)	31% (40)	10% (13)	21% (27)	22% (28)	130
2018 House Vote: Democrat	10% (79)	11% (88)	39% (299)	12% (92)	21% (162)	7% (56)	777
2018 House Vote: Republican	7% (49)	11% (77)	35% (237)	12% (82)	27% (185)	8% (51)	680
2018 House Vote: Someone else	5% (6)	13% (15)	32% (37)	19% (21)	14% (16)	17% (19)	115
2018 House Vote: Didnt Vote	13% (80)	10% (61)	36% (222)	11% (68)	18% (109)	13% (79)	619
2016 Vote: Hillary Clinton	11% (72)	11% (75)	35% (237)	14% (93)	22% (148)	7% (48)	673
2016 Vote: Donald Trump	8% (54)	10% (69)	37% (256)	12% (79)	26% (176)	8% (51)	686
2016 Vote: Someone else	7% (12)	17% (31)	37% (67)	10% (18)	20% (37)	9% (16)	180
2016 Vote: Didnt Vote	12% (77)	10% (67)	36% (235)	12% (76)	17% (109)	14% (91)	655
Voted in 2014: Yes	9% (118)	11% (146)	36% (487)	13% (175)	24% (322)	8% (103)	1351
Voted in 2014: No	12% (100)	11% (96)	36% (309)	11% (90)	18% (150)	12% (104)	849
2012 Vote: Barack Obama	10% (82)	10% (84)	36% (291)	15% (118)	21% (169)	8% (64)	808
2012 Vote: Mitt Romney	6% (31)	11% (55)	36% (182)	12% (59)	29% (146)	6% (32)	505
2012 Vote: Other	3% (3)	14% (15)	37% (41)	12% (13)	28% (31)	7% (7)	110
2012 Vote: Didn't Vote	13% (98)	11% (88)	37% (281)	10% (76)	16% (123)	13% (103)	769

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Table CMT4_6: *Would the following make you more likely to go to the movie theaters more frequently?*
Healthier food options

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	10% (218)	11% (242)	36% (796)	12% (265)	21% (472)	9% (207)	2200
4-Region: Northeast	11% (42)	10% (41)	37% (145)	11% (42)	24% (94)	8% (31)	394
4-Region: Midwest	6% (29)	10% (47)	40% (187)	15% (69)	19% (90)	9% (41)	462
4-Region: South	11% (94)	13% (108)	33% (269)	11% (89)	22% (179)	10% (85)	824
4-Region: West	10% (53)	9% (47)	38% (195)	12% (65)	21% (110)	10% (50)	520
Frequent movie goers	19% (58)	12% (38)	35% (108)	10% (32)	15% (48)	8% (24)	307
Occasional movie goers	11% (98)	13% (117)	41% (365)	12% (104)	17% (152)	6% (54)	889
Infrequent movie goers	6% (62)	9% (87)	32% (323)	13% (129)	27% (273)	13% (129)	1003

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

**Table CMT4_7: Would the following make you more likely to go to the movie theaters more frequently?
 Inexpensive ticket cost on certain days or at certain times**

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	39% (855)	27% (601)	14% (301)	5% (114)	7% (157)	8% (171)	2200
Gender: Male	36% (385)	26% (280)	17% (175)	6% (59)	7% (76)	8% (86)	1062
Gender: Female	41% (470)	28% (321)	11% (125)	5% (55)	7% (81)	7% (85)	1138
Age: 18-29	48% (242)	18% (90)	16% (79)	4% (22)	3% (16)	11% (55)	503
Age: 30-44	46% (235)	25% (129)	13% (67)	3% (17)	5% (27)	7% (35)	510
Age: 45-54	37% (149)	28% (115)	11% (46)	9% (38)	6% (25)	8% (31)	404
Age: 55-64	32% (110)	31% (107)	15% (51)	5% (16)	10% (36)	8% (27)	347
Age: 65+	27% (119)	37% (160)	13% (58)	5% (22)	12% (53)	5% (24)	436
Generation Z: 18-22	48% (124)	18% (47)	13% (33)	4% (12)	4% (11)	13% (33)	260
Millennial: Age 23-38	48% (276)	21% (119)	15% (88)	4% (20)	4% (20)	8% (46)	569
Generation X: Age 39-54	39% (227)	29% (168)	12% (70)	8% (45)	6% (37)	7% (41)	588
Boomers: Age 55-73	31% (221)	33% (235)	14% (98)	4% (31)	11% (76)	6% (41)	703
PID: Dem (no lean)	42% (335)	26% (212)	13% (105)	6% (45)	8% (62)	5% (42)	801
PID: Ind (no lean)	38% (274)	26% (189)	16% (114)	5% (35)	5% (35)	11% (81)	728
PID: Rep (no lean)	37% (246)	30% (200)	12% (82)	5% (34)	9% (60)	7% (48)	671
PID/Gender: Dem Men	39% (138)	27% (93)	15% (52)	7% (24)	8% (28)	5% (17)	352
PID/Gender: Dem Women	44% (197)	26% (119)	12% (53)	5% (22)	8% (34)	5% (25)	449
PID/Gender: Ind Men	35% (131)	23% (87)	19% (69)	5% (19)	6% (23)	12% (43)	372
PID/Gender: Ind Women	40% (142)	29% (102)	13% (44)	4% (16)	3% (12)	11% (38)	355
PID/Gender: Rep Men	34% (116)	30% (100)	16% (54)	5% (17)	8% (25)	8% (26)	338
PID/Gender: Rep Women	39% (131)	30% (100)	8% (28)	5% (17)	10% (35)	7% (22)	334

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**Table CMT4_7: Would the following make you more likely to go to the movie theaters more frequently?
Inexpensive ticket cost on certain days or at certain times**

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	39% (855)	27% (601)	14% (301)	5% (114)	7% (157)	8% (171)	2200
Ideo: Liberal (1-3)	44% (310)	27% (189)	12% (85)	6% (40)	5% (37)	6% (39)	701
Ideo: Moderate (4)	37% (182)	32% (156)	15% (72)	4% (19)	7% (33)	5% (26)	489
Ideo: Conservative (5-7)	36% (264)	28% (205)	14% (105)	5% (39)	9% (69)	6% (47)	729
Educ: < College	38% (580)	25% (381)	14% (217)	5% (82)	8% (118)	9% (135)	1512
Educ: Bachelors degree	42% (185)	30% (134)	13% (56)	4% (19)	6% (25)	6% (25)	444
Educ: Post-grad	37% (91)	35% (86)	11% (28)	6% (14)	6% (15)	5% (11)	244
Income: Under 50k	40% (519)	24% (320)	14% (183)	6% (76)	6% (84)	10% (128)	1310
Income: 50k-100k	39% (231)	30% (178)	13% (74)	4% (23)	8% (49)	6% (33)	589
Income: 100k+	35% (104)	34% (104)	14% (44)	5% (15)	8% (24)	3% (10)	301
Ethnicity: White	38% (660)	30% (514)	13% (216)	5% (91)	7% (124)	7% (116)	1722
Ethnicity: Hispanic	47% (166)	18% (63)	16% (56)	5% (16)	4% (16)	9% (32)	349
Ethnicity: Afr. Am.	40% (111)	17% (46)	18% (48)	6% (18)	6% (16)	13% (35)	274
Ethnicity: Other	41% (84)	20% (41)	18% (36)	3% (6)	8% (17)	10% (20)	204
All Christian	39% (367)	31% (297)	12% (114)	5% (48)	7% (67)	6% (54)	946
All Non-Christian	36% (37)	20% (21)	22% (22)	2% (3)	11% (11)	10% (10)	103
Atheist	33% (30)	34% (31)	19% (18)	8% (7)	4% (3)	2% (2)	90
Agnostic/Nothing in particular	40% (422)	24% (253)	14% (147)	5% (57)	7% (76)	10% (106)	1061
Religious Non-Protestant/Catholic	40% (55)	22% (31)	18% (25)	2% (3)	9% (12)	8% (11)	136
Evangelical	39% (244)	25% (154)	12% (74)	4% (26)	10% (63)	10% (62)	623
Non-Evangelical	38% (291)	32% (249)	12% (90)	7% (51)	6% (47)	6% (45)	772
Community: Urban	41% (231)	25% (140)	13% (71)	7% (38)	7% (40)	8% (46)	567
Community: Suburban	39% (403)	28% (285)	15% (151)	5% (51)	7% (70)	7% (74)	1035
Community: Rural	37% (221)	29% (176)	13% (79)	4% (25)	8% (47)	9% (52)	599

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**Table CMT4_7: Would the following make you more likely to go to the movie theaters more frequently?
Inexpensive ticket cost on certain days or at certain times**

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	39% (855)	27% (601)	14% (301)	5% (114)	7% (157)	8% (171)	2200
Employ: Private Sector	41% (257)	27% (171)	16% (103)	6% (36)	5% (32)	4% (24)	623
Employ: Government	40% (55)	31% (42)	15% (20)	5% (7)	6% (8)	4% (6)	137
Employ: Self-Employed	36% (72)	29% (57)	13% (26)	6% (11)	6% (13)	10% (19)	198
Employ: Homemaker	49% (68)	23% (32)	8% (11)	1% (1)	7% (9)	14% (19)	140
Employ: Student	54% (72)	14% (19)	11% (15)	5% (7)	7% (9)	8% (11)	133
Employ: Retired	25% (121)	37% (174)	15% (69)	6% (27)	11% (54)	6% (30)	474
Employ: Unemployed	45% (115)	20% (51)	13% (34)	3% (8)	7% (18)	12% (32)	259
Employ: Other	40% (95)	24% (56)	10% (22)	7% (17)	6% (15)	13% (30)	235
Military HH: Yes	32% (116)	31% (113)	17% (63)	5% (18)	7% (27)	7% (24)	361
Military HH: No	40% (739)	27% (488)	13% (238)	5% (96)	7% (131)	8% (147)	1839
RD/WT: Right Direction	38% (334)	28% (244)	13% (117)	5% (40)	7% (63)	8% (74)	872
RD/WT: Wrong Track	39% (521)	27% (357)	14% (184)	6% (74)	7% (94)	7% (98)	1328
Trump Job Approve	40% (369)	28% (260)	12% (108)	5% (48)	8% (76)	7% (63)	924
Trump Job Disapprove	39% (450)	28% (316)	15% (167)	5% (57)	7% (76)	6% (73)	1138
Trump Job Strongly Approve	37% (186)	28% (144)	12% (59)	6% (32)	9% (44)	8% (39)	505
Trump Job Somewhat Approve	44% (183)	28% (116)	12% (49)	4% (16)	8% (32)	6% (24)	419
Trump Job Somewhat Disapprove	39% (108)	29% (80)	15% (41)	5% (15)	7% (19)	6% (16)	279
Trump Job Strongly Disapprove	40% (341)	27% (236)	15% (126)	5% (42)	7% (57)	7% (58)	860
Favorable of Trump	40% (359)	28% (245)	13% (112)	4% (40)	8% (75)	6% (56)	888
Unfavorable of Trump	40% (459)	29% (329)	14% (167)	5% (63)	6% (75)	5% (61)	1153
Very Favorable of Trump	38% (197)	28% (145)	13% (66)	5% (27)	8% (41)	7% (36)	512
Somewhat Favorable of Trump	43% (163)	27% (100)	12% (46)	3% (12)	9% (34)	5% (20)	376
Somewhat Unfavorable of Trump	33% (74)	31% (72)	16% (36)	7% (16)	8% (18)	6% (13)	228
Very Unfavorable of Trump	42% (384)	28% (258)	14% (131)	5% (47)	6% (57)	5% (48)	925

Continued on next page

**Table CMT4_7: Would the following make you more likely to go to the movie theaters more frequently?
Inexpensive ticket cost on certain days or at certain times**

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	39% (855)	27% (601)	14% (301)	5% (114)	7% (157)	8% (171)	2200
#1 Issue: Economy	43% (223)	24% (124)	13% (70)	4% (22)	9% (47)	7% (36)	522
#1 Issue: Security	34% (151)	31% (141)	15% (68)	5% (23)	9% (39)	6% (26)	448
#1 Issue: Health Care	38% (122)	26% (84)	14% (45)	8% (25)	5% (17)	8% (25)	318
#1 Issue: Medicare / Social Security	35% (104)	34% (100)	10% (30)	6% (18)	7% (22)	7% (22)	295
#1 Issue: Women's Issues	45% (86)	25% (48)	13% (24)	4% (8)	3% (5)	11% (20)	192
#1 Issue: Education	49% (78)	24% (37)	13% (20)	2% (4)	6% (10)	6% (10)	159
#1 Issue: Energy	34% (46)	30% (41)	20% (27)	5% (6)	5% (6)	7% (10)	136
#1 Issue: Other	35% (45)	21% (27)	13% (16)	6% (8)	8% (11)	18% (23)	130
2018 House Vote: Democrat	41% (316)	29% (228)	13% (98)	5% (39)	7% (58)	5% (37)	777
2018 House Vote: Republican	36% (246)	30% (206)	12% (84)	6% (39)	9% (64)	6% (42)	680
2018 House Vote: Someone else	38% (44)	18% (21)	22% (25)	8% (9)	2% (2)	11% (13)	115
2018 House Vote: Didnt Vote	40% (246)	23% (143)	15% (91)	4% (27)	5% (34)	13% (78)	619
2016 Vote: Hillary Clinton	39% (262)	30% (199)	13% (87)	6% (41)	7% (50)	5% (34)	673
2016 Vote: Donald Trump	37% (256)	31% (211)	13% (89)	5% (31)	8% (58)	6% (40)	686
2016 Vote: Someone else	39% (70)	26% (47)	15% (28)	6% (11)	6% (11)	8% (14)	180
2016 Vote: Didnt Vote	41% (266)	22% (145)	14% (95)	5% (31)	5% (35)	13% (84)	655
Voted in 2014: Yes	37% (499)	30% (409)	14% (188)	6% (75)	8% (109)	5% (71)	1351
Voted in 2014: No	42% (356)	23% (192)	13% (113)	5% (39)	6% (48)	12% (100)	849
2012 Vote: Barack Obama	38% (303)	29% (238)	14% (112)	6% (48)	8% (62)	6% (45)	808
2012 Vote: Mitt Romney	34% (173)	34% (170)	14% (72)	4% (23)	8% (42)	5% (25)	505
2012 Vote: Other	44% (48)	24% (26)	18% (20)	6% (6)	5% (6)	4% (4)	110
2012 Vote: Didn't Vote	43% (327)	21% (165)	13% (97)	5% (37)	6% (45)	13% (97)	769

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**Table CMT4_7: Would the following make you more likely to go to the movie theaters more frequently?
Inexpensive ticket cost on certain days or at certain times**

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	39% (855)	27% (601)	14% (301)	5% (114)	7% (157)	8% (171)	2200
4-Region: Northeast	34% (133)	27% (105)	16% (61)	9% (35)	9% (37)	5% (21)	394
4-Region: Midwest	35% (160)	32% (148)	16% (74)	4% (19)	7% (30)	7% (31)	462
4-Region: South	41% (335)	26% (211)	12% (100)	5% (43)	8% (63)	9% (73)	824
4-Region: West	44% (226)	26% (137)	12% (65)	3% (18)	5% (27)	9% (47)	520
Frequent movie goers	50% (154)	20% (63)	18% (54)	4% (11)	2% (8)	6% (18)	307
Occasional movie goers	45% (403)	29% (259)	13% (115)	3% (31)	4% (38)	5% (43)	889
Infrequent movie goers	30% (298)	28% (279)	13% (132)	7% (73)	11% (112)	11% (110)	1003

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

Table CMT4_8: *Would the following make you more likely to go to the movie theaters more frequently?
Inexpensive food cost on certain days or at certain times*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	26% (571)	24% (528)	21% (454)	7% (153)	14% (313)	8% (181)	2200
Gender: Male	24% (259)	24% (251)	22% (236)	7% (79)	14% (145)	9% (92)	1062
Gender: Female	27% (312)	24% (277)	19% (218)	7% (74)	15% (168)	8% (89)	1138
Age: 18-29	39% (197)	21% (106)	18% (92)	5% (26)	6% (31)	10% (51)	503
Age: 30-44	33% (168)	26% (131)	19% (97)	4% (22)	11% (57)	7% (35)	510
Age: 45-54	24% (98)	27% (110)	20% (79)	8% (30)	14% (55)	8% (31)	404
Age: 55-64	17% (61)	23% (80)	23% (79)	8% (28)	20% (68)	9% (32)	347
Age: 65+	11% (47)	23% (100)	25% (108)	11% (47)	23% (102)	7% (32)	436
Generation Z: 18-22	43% (111)	22% (58)	13% (33)	6% (15)	6% (15)	11% (28)	260
Millennial: Age 23-38	36% (203)	23% (130)	21% (121)	4% (24)	8% (47)	8% (44)	569
Generation X: Age 39-54	25% (149)	27% (161)	19% (113)	7% (39)	14% (81)	8% (45)	588
Boomers: Age 55-73	15% (107)	24% (169)	23% (164)	9% (63)	21% (148)	7% (51)	703
PID: Dem (no lean)	28% (223)	24% (195)	20% (162)	7% (53)	15% (122)	6% (46)	801
PID: Ind (no lean)	25% (181)	21% (156)	24% (172)	6% (46)	12% (84)	12% (88)	728
PID: Rep (no lean)	25% (166)	26% (176)	18% (120)	8% (54)	16% (108)	7% (46)	671
PID/Gender: Dem Men	29% (100)	23% (82)	20% (71)	8% (27)	15% (51)	6% (21)	352
PID/Gender: Dem Women	27% (123)	25% (113)	20% (92)	6% (25)	16% (70)	6% (26)	449
PID/Gender: Ind Men	22% (83)	19% (71)	25% (94)	6% (23)	14% (54)	13% (48)	372
PID/Gender: Ind Women	28% (98)	24% (85)	22% (78)	7% (23)	8% (30)	11% (41)	355
PID/Gender: Rep Men	22% (76)	29% (98)	21% (71)	9% (29)	12% (41)	7% (24)	338
PID/Gender: Rep Women	27% (91)	24% (79)	15% (49)	8% (25)	20% (67)	7% (23)	334

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Table CMT4_8: *Would the following make you more likely to go to the movie theaters more frequently?
Inexpensive food cost on certain days or at certain times*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	26% (571)	24% (528)	21% (454)	7% (153)	14% (313)	8% (181)	2200
Ideo: Liberal (1-3)	31% (217)	23% (162)	19% (136)	8% (54)	12% (85)	7% (47)	701
Ideo: Moderate (4)	23% (113)	26% (126)	24% (118)	6% (31)	14% (70)	6% (30)	489
Ideo: Conservative (5-7)	22% (164)	24% (177)	22% (160)	7% (51)	18% (128)	7% (50)	729
Educ: < College	28% (430)	23% (341)	19% (286)	7% (102)	14% (211)	9% (142)	1512
Educ: Bachelors degree	22% (99)	27% (119)	25% (112)	7% (29)	13% (59)	6% (25)	444
Educ: Post-grad	17% (43)	27% (67)	23% (56)	9% (22)	18% (43)	6% (14)	244
Income: Under 50k	28% (364)	21% (277)	20% (257)	7% (90)	15% (191)	10% (131)	1310
Income: 50k-100k	24% (144)	28% (164)	22% (129)	6% (35)	14% (80)	6% (37)	589
Income: 100k+	21% (64)	29% (86)	23% (69)	9% (28)	14% (42)	4% (13)	301
Ethnicity: White	24% (407)	25% (428)	22% (379)	7% (120)	15% (262)	7% (125)	1722
Ethnicity: Hispanic	37% (131)	23% (80)	17% (60)	5% (16)	10% (36)	7% (26)	349
Ethnicity: Afr. Am.	35% (97)	21% (58)	15% (41)	7% (20)	8% (23)	13% (36)	274
Ethnicity: Other	33% (67)	20% (42)	17% (34)	7% (13)	14% (28)	10% (20)	204
All Christian	22% (205)	27% (254)	21% (198)	8% (74)	16% (149)	7% (66)	946
All Non-Christian	22% (23)	20% (21)	25% (26)	5% (6)	17% (18)	10% (10)	103
Atheist	22% (19)	21% (19)	31% (28)	10% (9)	15% (13)	2% (2)	90
Agnostic/Nothing in particular	31% (325)	22% (233)	19% (203)	6% (64)	13% (133)	10% (103)	1061
Religious Non-Protestant/Catholic	26% (36)	22% (29)	22% (30)	6% (8)	16% (22)	9% (12)	136
Evangelical	27% (171)	24% (152)	17% (107)	7% (44)	14% (89)	10% (60)	623
Non-Evangelical	23% (180)	24% (189)	23% (176)	7% (53)	16% (121)	7% (55)	772
Community: Urban	27% (155)	24% (137)	19% (106)	6% (33)	15% (82)	9% (53)	567
Community: Suburban	25% (259)	24% (251)	21% (221)	7% (75)	15% (152)	7% (75)	1035
Community: Rural	26% (157)	23% (139)	21% (126)	8% (45)	13% (78)	9% (53)	599

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Table CMT4_8: *Would the following make you more likely to go to the movie theaters more frequently?
Inexpensive food cost on certain days or at certain times*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	26% (571)	24% (528)	21% (454)	7% (153)	14% (313)	8% (181)	2200
Employ: Private Sector	26% (163)	26% (161)	24% (148)	8% (48)	12% (77)	4% (26)	623
Employ: Government	30% (41)	28% (38)	20% (27)	7% (10)	11% (15)	5% (7)	137
Employ: Self-Employed	25% (50)	24% (47)	26% (51)	6% (11)	11% (22)	9% (17)	198
Employ: Homemaker	38% (53)	25% (35)	13% (18)	4% (6)	8% (12)	12% (17)	140
Employ: Student	37% (49)	23% (31)	16% (22)	6% (8)	9% (12)	9% (12)	133
Employ: Retired	12% (58)	23% (111)	23% (108)	9% (44)	24% (113)	8% (39)	474
Employ: Unemployed	30% (77)	22% (58)	18% (46)	2% (5)	14% (36)	14% (36)	259
Employ: Other	34% (80)	20% (47)	15% (35)	9% (20)	11% (27)	12% (27)	235
Military HH: Yes	19% (69)	26% (94)	21% (77)	10% (35)	17% (61)	7% (26)	361
Military HH: No	27% (503)	24% (434)	21% (378)	6% (118)	14% (252)	8% (155)	1839
RD/WT: Right Direction	27% (233)	24% (205)	19% (164)	8% (67)	14% (123)	9% (80)	872
RD/WT: Wrong Track	25% (338)	24% (322)	22% (290)	6% (86)	14% (190)	8% (101)	1328
Trump Job Approve	26% (244)	24% (222)	19% (176)	8% (70)	15% (141)	7% (69)	924
Trump Job Disapprove	26% (300)	24% (277)	23% (257)	7% (75)	14% (156)	6% (74)	1138
Trump Job Strongly Approve	24% (119)	23% (115)	19% (95)	9% (47)	17% (85)	9% (43)	505
Trump Job Somewhat Approve	30% (126)	26% (107)	19% (81)	6% (23)	13% (55)	6% (26)	419
Trump Job Somewhat Disapprove	30% (83)	22% (61)	23% (63)	4% (11)	16% (46)	6% (16)	279
Trump Job Strongly Disapprove	25% (216)	25% (216)	23% (194)	8% (65)	13% (111)	7% (58)	860
Favorable of Trump	27% (238)	23% (205)	20% (177)	7% (66)	16% (138)	7% (64)	888
Unfavorable of Trump	26% (302)	25% (291)	22% (258)	7% (78)	14% (160)	5% (63)	1153
Very Favorable of Trump	24% (125)	22% (115)	20% (102)	8% (42)	16% (83)	9% (46)	512
Somewhat Favorable of Trump	30% (113)	24% (90)	20% (75)	6% (24)	15% (55)	5% (18)	376
Somewhat Unfavorable of Trump	24% (54)	26% (59)	24% (56)	6% (13)	13% (29)	8% (18)	228
Very Unfavorable of Trump	27% (249)	25% (233)	22% (203)	7% (65)	14% (131)	5% (45)	925

Continued on next page

Table CMT4_8: *Would the following make you more likely to go to the movie theaters more frequently?
 Inexpensive food cost on certain days or at certain times*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	26% (571)	24% (528)	21% (454)	7% (153)	14% (313)	8% (181)	2200
#1 Issue: Economy	32% (167)	24% (126)	20% (102)	6% (30)	12% (64)	6% (32)	522
#1 Issue: Security	20% (92)	24% (105)	25% (111)	6% (27)	18% (80)	7% (33)	448
#1 Issue: Health Care	25% (80)	25% (80)	21% (66)	11% (34)	11% (35)	7% (23)	318
#1 Issue: Medicare / Social Security	16% (46)	25% (74)	20% (61)	8% (25)	21% (62)	10% (28)	295
#1 Issue: Women's Issues	37% (72)	22% (42)	16% (31)	6% (11)	9% (17)	10% (19)	192
#1 Issue: Education	39% (62)	24% (39)	17% (27)	3% (5)	9% (14)	8% (13)	159
#1 Issue: Energy	23% (31)	20% (28)	28% (37)	11% (16)	10% (13)	8% (11)	136
#1 Issue: Other	17% (22)	26% (34)	15% (19)	4% (6)	21% (27)	17% (23)	130
2018 House Vote: Democrat	26% (201)	24% (189)	23% (180)	7% (51)	15% (116)	5% (41)	777
2018 House Vote: Republican	22% (149)	25% (171)	20% (138)	7% (51)	18% (123)	7% (49)	680
2018 House Vote: Someone else	20% (23)	20% (23)	22% (25)	11% (12)	13% (15)	14% (16)	115
2018 House Vote: Didnt Vote	31% (194)	23% (145)	18% (109)	6% (39)	9% (58)	12% (74)	619
2016 Vote: Hillary Clinton	24% (165)	24% (159)	22% (150)	8% (53)	16% (110)	5% (37)	673
2016 Vote: Donald Trump	23% (158)	25% (169)	21% (145)	7% (50)	17% (117)	7% (46)	686
2016 Vote: Someone else	21% (38)	24% (42)	25% (45)	9% (15)	13% (23)	9% (15)	180
2016 Vote: Didnt Vote	32% (208)	24% (158)	17% (113)	5% (35)	9% (60)	13% (82)	655
Voted in 2014: Yes	22% (302)	25% (333)	22% (303)	7% (100)	17% (232)	6% (81)	1351
Voted in 2014: No	32% (270)	23% (195)	18% (151)	6% (53)	10% (81)	12% (100)	849
2012 Vote: Barack Obama	24% (194)	25% (200)	22% (177)	8% (64)	15% (124)	6% (49)	808
2012 Vote: Mitt Romney	19% (98)	25% (127)	23% (118)	7% (35)	19% (97)	6% (30)	505
2012 Vote: Other	20% (22)	23% (25)	28% (31)	10% (11)	14% (16)	4% (5)	110
2012 Vote: Didn't Vote	33% (254)	23% (175)	16% (126)	6% (43)	10% (74)	13% (97)	769

Continued on next page

Table CMT4_8: *Would the following make you more likely to go to the movie theaters more frequently?
Inexpensive food cost on certain days or at certain times*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	26% (571)	24% (528)	21% (454)	7% (153)	14% (313)	8% (181)	2200
4-Region: Northeast	19% (73)	22% (87)	24% (95)	8% (31)	21% (84)	6% (23)	394
4-Region: Midwest	26% (119)	25% (117)	23% (108)	6% (27)	11% (49)	9% (42)	462
4-Region: South	30% (245)	23% (189)	18% (152)	7% (57)	13% (107)	9% (75)	824
4-Region: West	26% (134)	26% (135)	19% (100)	7% (37)	14% (73)	8% (40)	520
Frequent movie goers	37% (112)	25% (77)	21% (63)	5% (14)	7% (21)	6% (20)	307
Occasional movie goers	31% (273)	26% (228)	22% (197)	6% (52)	10% (91)	5% (48)	889
Infrequent movie goers	18% (185)	22% (223)	19% (194)	9% (87)	20% (202)	11% (113)	1003

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

Table CMT4_9: *Would the following make you more likely to go to the movie theaters more frequently?
 Offers for discounted tickets and snacks*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	34% (752)	31% (674)	13% (291)	5% (114)	9% (207)	7% (162)	2200
Gender: Male	32% (336)	29% (306)	16% (167)	6% (67)	10% (103)	8% (82)	1062
Gender: Female	37% (417)	32% (368)	11% (124)	4% (46)	9% (103)	7% (80)	1138
Age: 18-29	47% (238)	23% (117)	11% (56)	5% (23)	4% (23)	9% (45)	503
Age: 30-44	40% (202)	31% (160)	11% (58)	4% (20)	7% (35)	7% (35)	510
Age: 45-54	35% (141)	31% (123)	14% (58)	6% (22)	7% (29)	8% (30)	404
Age: 55-64	24% (82)	38% (131)	12% (43)	6% (20)	13% (46)	7% (25)	347
Age: 65+	20% (89)	33% (142)	17% (76)	6% (28)	17% (74)	6% (27)	436
Generation Z: 18-22	47% (122)	22% (58)	10% (25)	5% (12)	6% (16)	10% (27)	260
Millennial: Age 23-38	44% (249)	29% (165)	11% (62)	4% (24)	4% (25)	8% (44)	569
Generation X: Age 39-54	36% (210)	30% (178)	14% (85)	5% (29)	8% (46)	7% (40)	588
Boomers: Age 55-73	24% (167)	35% (245)	15% (103)	6% (42)	14% (101)	6% (44)	703
PID: Dem (no lean)	37% (299)	29% (232)	14% (114)	5% (44)	9% (71)	5% (41)	801
PID: Ind (no lean)	32% (231)	32% (231)	13% (97)	5% (33)	8% (58)	11% (78)	728
PID: Rep (no lean)	33% (222)	32% (212)	12% (79)	5% (37)	12% (78)	6% (43)	671
PID/Gender: Dem Men	36% (128)	26% (91)	17% (60)	5% (19)	10% (33)	6% (20)	352
PID/Gender: Dem Women	38% (171)	31% (140)	12% (55)	6% (25)	8% (38)	5% (21)	449
PID/Gender: Ind Men	27% (101)	31% (116)	15% (56)	6% (22)	10% (36)	11% (42)	372
PID/Gender: Ind Women	37% (130)	32% (115)	12% (41)	3% (11)	6% (22)	10% (36)	355
PID/Gender: Rep Men	32% (107)	29% (99)	15% (51)	8% (26)	10% (34)	6% (20)	338
PID/Gender: Rep Women	35% (115)	34% (113)	8% (28)	3% (10)	13% (44)	7% (23)	334

Continued on next page

Table CMT4_9: *Would the following make you more likely to go to the movie theaters more frequently?
Offers for discounted tickets and snacks*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	34% (752)	31% (674)	13% (291)	5% (114)	9% (207)	7% (162)	2200
Ideo: Liberal (1-3)	38% (264)	31% (214)	15% (102)	5% (33)	7% (46)	6% (42)	701
Ideo: Moderate (4)	33% (164)	34% (165)	13% (65)	4% (20)	10% (49)	5% (26)	489
Ideo: Conservative (5-7)	30% (222)	32% (234)	13% (95)	6% (46)	12% (88)	6% (44)	729
Educ: < College	36% (546)	29% (436)	12% (183)	5% (76)	10% (145)	8% (126)	1512
Educ: Bachelors degree	28% (125)	37% (165)	16% (69)	5% (24)	8% (34)	6% (26)	444
Educ: Post-grad	33% (80)	30% (73)	16% (39)	6% (13)	11% (27)	4% (10)	244
Income: Under 50k	36% (470)	28% (371)	12% (154)	6% (75)	9% (122)	9% (119)	1310
Income: 50k-100k	31% (183)	35% (204)	16% (97)	3% (19)	9% (56)	5% (31)	589
Income: 100k+	33% (100)	33% (99)	13% (41)	7% (20)	10% (29)	4% (13)	301
Ethnicity: White	32% (553)	33% (562)	14% (237)	5% (83)	10% (170)	7% (116)	1722
Ethnicity: Hispanic	45% (156)	24% (85)	11% (37)	5% (19)	7% (25)	8% (28)	349
Ethnicity: Afr. Am.	42% (116)	23% (62)	11% (31)	8% (22)	6% (15)	10% (29)	274
Ethnicity: Other	41% (84)	24% (49)	11% (23)	4% (9)	10% (21)	9% (18)	204
All Christian	32% (307)	32% (306)	13% (127)	6% (55)	10% (98)	6% (53)	946
All Non-Christian	27% (28)	27% (27)	17% (17)	5% (5)	16% (16)	9% (9)	103
Atheist	27% (24)	33% (30)	17% (15)	9% (9)	11% (10)	3% (2)	90
Agnostic/Nothing in particular	37% (393)	29% (311)	12% (131)	4% (45)	8% (83)	9% (98)	1061
Religious Non-Protestant/Catholic	31% (42)	29% (39)	17% (23)	4% (5)	12% (16)	8% (11)	136
Evangelical	36% (224)	29% (184)	9% (59)	6% (37)	11% (67)	8% (52)	623
Non-Evangelical	33% (255)	31% (240)	15% (115)	5% (42)	10% (77)	6% (44)	772
Community: Urban	36% (206)	27% (154)	13% (73)	6% (33)	9% (52)	9% (50)	567
Community: Suburban	34% (348)	32% (331)	14% (147)	5% (53)	9% (90)	6% (65)	1035
Community: Rural	33% (198)	32% (190)	12% (71)	5% (28)	11% (65)	8% (48)	599

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Table CMT4_9: Would the following make you more likely to go to the movie theaters more frequently?
Offers for discounted tickets and snacks

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	34% (752)	31% (674)	13% (291)	5% (114)	9% (207)	7% (162)	2200
Employ: Private Sector	37% (232)	32% (196)	14% (88)	6% (40)	7% (41)	4% (25)	623
Employ: Government	38% (52)	37% (51)	12% (17)	5% (7)	5% (6)	3% (4)	137
Employ: Self-Employed	32% (64)	26% (52)	18% (36)	7% (13)	7% (14)	10% (19)	198
Employ: Homemaker	40% (56)	33% (46)	8% (11)	1% (1)	6% (8)	12% (17)	140
Employ: Student	49% (65)	22% (30)	12% (16)	4% (5)	5% (7)	8% (10)	133
Employ: Retired	20% (96)	36% (169)	16% (74)	6% (31)	16% (76)	6% (30)	474
Employ: Unemployed	36% (93)	30% (78)	8% (21)	3% (8)	12% (31)	11% (28)	259
Employ: Other	39% (92)	22% (53)	12% (28)	4% (9)	10% (23)	13% (30)	235
Military HH: Yes	29% (103)	33% (119)	16% (59)	6% (21)	10% (36)	7% (24)	361
Military HH: No	35% (649)	30% (555)	13% (232)	5% (93)	9% (171)	8% (139)	1839
RD/WT: Right Direction	33% (289)	31% (267)	13% (114)	5% (47)	10% (85)	8% (71)	872
RD/WT: Wrong Track	35% (463)	31% (407)	13% (177)	5% (67)	9% (122)	7% (91)	1328
Trump Job Approve	34% (315)	32% (295)	12% (115)	5% (48)	10% (90)	7% (60)	924
Trump Job Disapprove	36% (405)	30% (346)	14% (155)	5% (60)	9% (104)	6% (68)	1138
Trump Job Strongly Approve	31% (157)	33% (166)	11% (54)	6% (30)	12% (60)	8% (39)	505
Trump Job Somewhat Approve	38% (159)	31% (129)	15% (61)	5% (19)	7% (30)	5% (21)	419
Trump Job Somewhat Disapprove	34% (94)	31% (88)	13% (36)	4% (12)	12% (33)	6% (16)	279
Trump Job Strongly Disapprove	36% (310)	30% (259)	14% (119)	6% (48)	8% (71)	6% (52)	860
Favorable of Trump	34% (301)	32% (281)	13% (117)	5% (42)	10% (91)	6% (55)	888
Unfavorable of Trump	36% (411)	32% (363)	14% (157)	6% (66)	9% (102)	5% (54)	1153
Very Favorable of Trump	32% (163)	32% (166)	12% (61)	6% (31)	10% (52)	8% (40)	512
Somewhat Favorable of Trump	37% (138)	31% (115)	15% (57)	3% (11)	10% (39)	4% (15)	376
Somewhat Unfavorable of Trump	29% (66)	37% (83)	12% (27)	6% (13)	11% (26)	6% (13)	228
Very Unfavorable of Trump	37% (345)	30% (280)	14% (130)	6% (53)	8% (76)	4% (42)	925

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Table CMT4_9: *Would the following make you more likely to go to the movie theaters more frequently?
Offers for discounted tickets and snacks*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	34% (752)	31% (674)	13% (291)	5% (114)	9% (207)	7% (162)	2200
#1 Issue: Economy	39% (205)	29% (154)	11% (57)	5% (26)	9% (47)	6% (33)	522
#1 Issue: Security	28% (125)	33% (147)	16% (70)	5% (21)	13% (60)	6% (26)	448
#1 Issue: Health Care	35% (112)	31% (100)	15% (46)	5% (15)	7% (23)	7% (21)	318
#1 Issue: Medicare / Social Security	26% (76)	35% (103)	11% (32)	9% (25)	11% (33)	9% (25)	295
#1 Issue: Women's Issues	44% (85)	25% (48)	12% (22)	5% (10)	6% (11)	8% (16)	192
#1 Issue: Education	46% (73)	26% (41)	16% (25)	1% (2)	6% (10)	5% (8)	159
#1 Issue: Energy	29% (40)	35% (47)	17% (23)	7% (9)	5% (7)	6% (9)	136
#1 Issue: Other	28% (36)	27% (35)	11% (14)	4% (5)	12% (16)	18% (24)	130
2018 House Vote: Democrat	36% (278)	30% (232)	15% (120)	5% (41)	8% (66)	5% (40)	777
2018 House Vote: Republican	30% (206)	33% (221)	13% (88)	6% (39)	13% (87)	6% (39)	680
2018 House Vote: Someone else	29% (33)	31% (36)	13% (15)	8% (10)	5% (6)	13% (15)	115
2018 House Vote: Didnt Vote	38% (233)	30% (183)	11% (66)	4% (23)	8% (47)	11% (66)	619
2016 Vote: Hillary Clinton	34% (229)	30% (202)	16% (106)	6% (40)	10% (64)	5% (33)	673
2016 Vote: Donald Trump	30% (206)	34% (236)	13% (89)	5% (35)	12% (85)	5% (35)	686
2016 Vote: Someone else	33% (59)	29% (52)	16% (29)	5% (9)	8% (14)	9% (16)	180
2016 Vote: Didnt Vote	39% (257)	28% (183)	10% (68)	4% (28)	6% (42)	12% (78)	655
Voted in 2014: Yes	32% (428)	31% (422)	15% (207)	5% (74)	11% (148)	5% (72)	1351
Voted in 2014: No	38% (325)	30% (252)	10% (84)	5% (40)	7% (59)	11% (90)	849
2012 Vote: Barack Obama	33% (269)	30% (241)	16% (126)	6% (47)	10% (78)	6% (46)	808
2012 Vote: Mitt Romney	28% (143)	34% (174)	15% (77)	5% (26)	12% (62)	5% (23)	505
2012 Vote: Other	30% (33)	37% (40)	16% (17)	3% (4)	9% (10)	5% (6)	110
2012 Vote: Didn't Vote	40% (304)	28% (216)	9% (71)	5% (35)	7% (56)	11% (88)	769

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Table CMT4_9: Would the following make you more likely to go to the movie theaters more frequently?
Offers for discounted tickets and snacks

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	34% (752)	31% (674)	13% (291)	5% (114)	9% (207)	7% (162)	2200
4-Region: Northeast	29% (113)	28% (110)	16% (64)	6% (24)	16% (62)	5% (20)	394
4-Region: Midwest	31% (144)	34% (158)	16% (72)	4% (18)	8% (36)	7% (34)	462
4-Region: South	38% (316)	28% (230)	11% (93)	5% (40)	9% (77)	8% (69)	824
4-Region: West	35% (180)	34% (177)	12% (62)	6% (32)	6% (31)	8% (39)	520
Frequent movie goers	48% (146)	26% (79)	13% (41)	4% (12)	3% (9)	6% (19)	307
Occasional movie goers	41% (369)	32% (283)	13% (112)	4% (37)	5% (49)	4% (39)	889
Infrequent movie goers	24% (237)	31% (312)	14% (138)	6% (64)	15% (149)	10% (104)	1003

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

Table CMT4_10: *Would the following make you more likely to go to the movie theaters more frequently?*
The option to purchase alcohol

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	10% (229)	12% (254)	27% (599)	11% (233)	30% (666)	10% (218)	2200
Gender: Male	12% (132)	13% (137)	26% (279)	10% (106)	28% (295)	11% (113)	1062
Gender: Female	9% (97)	10% (117)	28% (320)	11% (128)	33% (371)	9% (105)	1138
Age: 18-29	16% (80)	17% (85)	27% (136)	9% (44)	20% (101)	11% (56)	503
Age: 30-44	16% (82)	14% (73)	31% (156)	8% (41)	23% (117)	8% (41)	510
Age: 45-54	13% (51)	12% (48)	24% (98)	11% (46)	31% (124)	9% (37)	404
Age: 55-64	4% (13)	5% (18)	27% (94)	15% (52)	38% (133)	11% (38)	347
Age: 65+	1% (4)	7% (31)	26% (115)	11% (50)	44% (191)	11% (46)	436
Generation Z: 18-22	14% (37)	11% (28)	31% (79)	8% (21)	23% (59)	14% (35)	260
Millennial: Age 23-38	19% (110)	18% (103)	27% (151)	8% (43)	20% (112)	9% (50)	569
Generation X: Age 39-54	11% (66)	13% (74)	27% (159)	11% (67)	29% (172)	8% (49)	588
Boomers: Age 55-73	2% (16)	7% (47)	27% (193)	13% (88)	41% (290)	10% (68)	703
PID: Dem (no lean)	11% (91)	11% (91)	29% (232)	12% (97)	29% (235)	7% (56)	801
PID: Ind (no lean)	10% (71)	11% (82)	27% (197)	9% (63)	29% (208)	15% (107)	728
PID: Rep (no lean)	10% (67)	12% (81)	25% (170)	11% (74)	33% (223)	8% (56)	671
PID/Gender: Dem Men	13% (46)	13% (47)	28% (98)	11% (38)	27% (97)	7% (26)	352
PID/Gender: Dem Women	10% (45)	10% (44)	30% (133)	13% (59)	31% (139)	7% (30)	449
PID/Gender: Ind Men	10% (39)	12% (46)	24% (91)	7% (27)	30% (111)	16% (59)	372
PID/Gender: Ind Women	9% (32)	10% (36)	30% (106)	10% (36)	28% (98)	13% (48)	355
PID/Gender: Rep Men	14% (46)	13% (44)	26% (89)	12% (41)	26% (88)	8% (28)	338
PID/Gender: Rep Women	6% (21)	11% (37)	24% (81)	10% (33)	40% (135)	8% (27)	334

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Table CMT4_10: *Would the following make you more likely to go to the movie theaters more frequently?
 The option to purchase alcohol*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	10% (229)	12% (254)	27% (599)	11% (233)	30% (666)	10% (218)	2200
Ideo: Liberal (1-3)	14% (99)	14% (101)	27% (191)	10% (67)	27% (192)	7% (51)	701
Ideo: Moderate (4)	11% (53)	12% (60)	29% (141)	11% (56)	29% (141)	8% (38)	489
Ideo: Conservative (5-7)	6% (43)	10% (71)	28% (202)	12% (88)	36% (264)	8% (62)	729
Educ: < College	11% (169)	11% (163)	27% (406)	10% (153)	30% (454)	11% (166)	1512
Educ: Bachelors degree	9% (42)	13% (59)	29% (131)	13% (57)	27% (118)	8% (37)	444
Educ: Post-grad	7% (18)	13% (32)	25% (62)	10% (23)	39% (94)	6% (15)	244
Income: Under 50k	11% (142)	10% (138)	26% (336)	11% (150)	29% (382)	12% (163)	1310
Income: 50k-100k	10% (56)	13% (76)	28% (166)	10% (60)	32% (191)	7% (40)	589
Income: 100k+	10% (31)	13% (40)	32% (97)	8% (24)	31% (93)	5% (16)	301
Ethnicity: White	9% (155)	12% (198)	28% (478)	11% (191)	32% (548)	9% (153)	1722
Ethnicity: Hispanic	17% (61)	13% (46)	27% (94)	8% (27)	24% (84)	11% (38)	349
Ethnicity: Afr. Am.	18% (50)	14% (37)	24% (66)	9% (24)	21% (57)	15% (41)	274
Ethnicity: Other	12% (25)	9% (19)	27% (55)	9% (19)	30% (61)	12% (25)	204
All Christian	8% (75)	9% (85)	27% (254)	13% (121)	35% (335)	8% (77)	946
All Non-Christian	9% (9)	9% (9)	37% (38)	7% (7)	30% (30)	9% (9)	103
Atheist	22% (20)	11% (10)	21% (19)	11% (10)	33% (30)	1% (1)	90
Agnostic/Nothing in particular	12% (126)	14% (150)	27% (288)	9% (95)	26% (271)	12% (131)	1061
Religious Non-Protestant/Catholic	8% (11)	7% (10)	35% (47)	6% (9)	36% (49)	8% (11)	136
Evangelical	11% (69)	6% (39)	25% (154)	12% (74)	33% (207)	13% (79)	623
Non-Evangelical	9% (66)	12% (96)	28% (216)	11% (86)	32% (246)	8% (61)	772
Community: Urban	13% (71)	12% (69)	29% (162)	9% (51)	27% (156)	10% (57)	567
Community: Suburban	11% (112)	11% (118)	28% (293)	11% (109)	30% (310)	9% (93)	1035
Community: Rural	8% (46)	11% (67)	24% (143)	12% (74)	34% (201)	11% (68)	599

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Table CMT4_10: *Would the following make you more likely to go to the movie theaters more frequently?
The option to purchase alcohol*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	10% (229)	12% (254)	27% (599)	11% (233)	30% (666)	10% (218)	2200
Employ: Private Sector	13% (80)	15% (92)	29% (182)	10% (59)	27% (171)	6% (38)	623
Employ: Government	14% (19)	19% (26)	32% (44)	12% (16)	20% (27)	4% (6)	137
Employ: Self-Employed	9% (18)	12% (24)	23% (46)	13% (26)	28% (56)	14% (28)	198
Employ: Homemaker	14% (20)	8% (12)	29% (41)	11% (15)	27% (37)	11% (15)	140
Employ: Student	13% (17)	11% (15)	30% (40)	11% (14)	26% (34)	9% (12)	133
Employ: Retired	2% (11)	7% (35)	24% (115)	12% (56)	44% (209)	10% (48)	474
Employ: Unemployed	13% (33)	11% (27)	26% (68)	7% (19)	30% (78)	13% (33)	259
Employ: Other	13% (31)	10% (24)	26% (62)	12% (27)	23% (53)	16% (38)	235
Military HH: Yes	6% (22)	12% (44)	25% (91)	12% (43)	35% (127)	10% (35)	361
Military HH: No	11% (207)	11% (210)	28% (508)	10% (191)	29% (539)	10% (184)	1839
RD/WT: Right Direction	12% (108)	11% (98)	26% (223)	11% (92)	31% (266)	10% (86)	872
RD/WT: Wrong Track	9% (122)	12% (156)	28% (376)	11% (141)	30% (400)	10% (133)	1328
Trump Job Approve	11% (100)	13% (116)	26% (239)	11% (105)	31% (283)	9% (80)	924
Trump Job Disapprove	11% (124)	11% (127)	29% (329)	10% (115)	31% (350)	8% (93)	1138
Trump Job Strongly Approve	12% (62)	11% (54)	23% (116)	11% (54)	34% (170)	10% (48)	505
Trump Job Somewhat Approve	9% (38)	15% (62)	29% (122)	12% (51)	27% (113)	8% (32)	419
Trump Job Somewhat Disapprove	9% (25)	10% (27)	33% (93)	9% (24)	33% (91)	7% (19)	279
Trump Job Strongly Disapprove	11% (99)	12% (100)	28% (237)	11% (91)	30% (259)	9% (74)	860
Favorable of Trump	10% (88)	12% (110)	26% (229)	11% (95)	33% (292)	8% (73)	888
Unfavorable of Trump	11% (127)	11% (128)	30% (341)	11% (123)	31% (353)	7% (82)	1153
Very Favorable of Trump	12% (63)	10% (51)	25% (127)	10% (51)	33% (169)	10% (50)	512
Somewhat Favorable of Trump	7% (25)	16% (59)	27% (102)	12% (44)	33% (123)	6% (23)	376
Somewhat Unfavorable of Trump	11% (24)	10% (22)	32% (73)	9% (20)	31% (72)	8% (17)	228
Very Unfavorable of Trump	11% (103)	11% (106)	29% (268)	11% (102)	30% (281)	7% (64)	925

Continued on next page

Table CMT4_10: *Would the following make you more likely to go to the movie theaters more frequently?
 The option to purchase alcohol*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	10% (229)	12% (254)	27% (599)	11% (233)	30% (666)	10% (218)	2200
#1 Issue: Economy	13% (68)	15% (80)	26% (135)	9% (46)	27% (143)	9% (49)	522
#1 Issue: Security	7% (32)	12% (53)	29% (130)	10% (45)	35% (156)	7% (32)	448
#1 Issue: Health Care	9% (29)	10% (31)	31% (100)	15% (49)	26% (82)	9% (27)	318
#1 Issue: Medicare / Social Security	6% (17)	5% (15)	25% (73)	13% (38)	38% (112)	14% (40)	295
#1 Issue: Women's Issues	13% (24)	12% (24)	30% (58)	10% (20)	25% (47)	10% (19)	192
#1 Issue: Education	18% (29)	16% (26)	22% (35)	6% (10)	28% (45)	9% (14)	159
#1 Issue: Energy	16% (22)	15% (20)	29% (40)	4% (5)	29% (39)	7% (9)	136
#1 Issue: Other	6% (8)	4% (5)	21% (27)	16% (21)	32% (41)	21% (28)	130
2018 House Vote: Democrat	11% (85)	12% (92)	29% (228)	11% (82)	30% (233)	7% (57)	777
2018 House Vote: Republican	9% (58)	10% (70)	25% (173)	12% (81)	36% (246)	8% (53)	680
2018 House Vote: Someone else	11% (13)	11% (13)	25% (29)	15% (17)	20% (22)	18% (21)	115
2018 House Vote: Didnt Vote	12% (73)	12% (76)	27% (169)	8% (51)	26% (162)	14% (87)	619
2016 Vote: Hillary Clinton	11% (74)	11% (77)	28% (186)	12% (82)	32% (213)	6% (42)	673
2016 Vote: Donald Trump	9% (60)	11% (73)	27% (182)	11% (78)	35% (239)	8% (54)	686
2016 Vote: Someone else	9% (17)	16% (29)	25% (44)	13% (23)	26% (46)	11% (20)	180
2016 Vote: Didnt Vote	12% (78)	11% (72)	29% (187)	8% (51)	25% (166)	16% (103)	655
Voted in 2014: Yes	9% (122)	11% (155)	27% (364)	12% (158)	33% (451)	7% (100)	1351
Voted in 2014: No	13% (107)	12% (99)	28% (235)	9% (75)	25% (215)	14% (118)	849
2012 Vote: Barack Obama	10% (78)	13% (104)	28% (223)	13% (106)	29% (233)	8% (64)	808
2012 Vote: Mitt Romney	7% (37)	10% (52)	24% (122)	10% (51)	42% (211)	7% (34)	505
2012 Vote: Other	10% (11)	5% (6)	26% (28)	20% (22)	29% (32)	10% (11)	110
2012 Vote: Didn't Vote	13% (103)	12% (90)	29% (224)	7% (54)	24% (188)	14% (110)	769

Continued on next page

Table CMT4_10: *Would the following make you more likely to go to the movie theaters more frequently?
The option to purchase alcohol*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	10% (229)	12% (254)	27% (599)	11% (233)	30% (666)	10% (218)	2200
4-Region: Northeast	6% (22)	12% (46)	27% (106)	13% (50)	35% (136)	8% (33)	394
4-Region: Midwest	10% (47)	11% (51)	31% (146)	11% (51)	27% (124)	9% (44)	462
4-Region: South	12% (96)	12% (98)	25% (203)	9% (78)	31% (256)	11% (93)	824
4-Region: West	12% (64)	11% (59)	28% (144)	11% (55)	29% (149)	9% (49)	520
Frequent movie goers	18% (56)	15% (45)	28% (85)	10% (31)	20% (62)	9% (28)	307
Occasional movie goers	12% (103)	13% (114)	31% (273)	10% (91)	27% (241)	8% (67)	889
Infrequent movie goers	7% (71)	9% (94)	24% (241)	11% (111)	36% (364)	12% (123)	1003

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

Table CMT4_11: Would the following make you more likely to go to the movie theaters more frequently?
Waiters bringing food to your seat

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	13% (276)	16% (349)	29% (638)	12% (264)	22% (483)	9% (191)	2200
Gender: Male	14% (151)	15% (164)	30% (319)	12% (123)	19% (204)	9% (100)	1062
Gender: Female	11% (124)	16% (185)	28% (318)	12% (141)	25% (279)	8% (91)	1138
Age: 18-29	23% (114)	20% (99)	26% (132)	12% (59)	9% (47)	10% (51)	503
Age: 30-44	20% (102)	22% (113)	28% (141)	9% (45)	15% (78)	6% (31)	510
Age: 45-54	7% (28)	14% (58)	36% (144)	14% (56)	20% (83)	9% (35)	404
Age: 55-64	5% (19)	10% (36)	30% (103)	11% (39)	33% (115)	10% (35)	347
Age: 65+	3% (12)	10% (42)	27% (117)	15% (65)	37% (160)	9% (40)	436
Generation Z: 18-22	26% (67)	18% (46)	25% (66)	10% (27)	9% (24)	12% (30)	260
Millennial: Age 23-38	21% (117)	25% (141)	25% (142)	10% (60)	12% (68)	7% (41)	569
Generation X: Age 39-54	10% (60)	14% (84)	36% (209)	13% (74)	20% (115)	8% (45)	588
Boomers: Age 55-73	4% (31)	11% (74)	29% (202)	13% (89)	35% (247)	8% (59)	703
PID: Dem (no lean)	13% (107)	18% (141)	30% (238)	12% (99)	21% (166)	6% (51)	801
PID: Ind (no lean)	12% (86)	15% (110)	29% (208)	11% (81)	21% (155)	12% (87)	728
PID: Rep (no lean)	12% (83)	15% (98)	29% (192)	13% (84)	24% (162)	8% (52)	671
PID/Gender: Dem Men	16% (58)	19% (67)	27% (95)	13% (46)	18% (63)	7% (24)	352
PID/Gender: Dem Women	11% (49)	17% (74)	32% (143)	12% (52)	23% (103)	6% (28)	449
PID/Gender: Ind Men	12% (44)	15% (57)	29% (106)	10% (35)	22% (82)	13% (48)	372
PID/Gender: Ind Women	12% (42)	15% (54)	29% (101)	13% (46)	20% (73)	11% (40)	355
PID/Gender: Rep Men	15% (49)	12% (41)	35% (118)	12% (42)	17% (59)	9% (29)	338
PID/Gender: Rep Women	10% (33)	17% (57)	22% (74)	13% (43)	31% (103)	7% (23)	334

Continued on next page

Table CMT4_11: Would the following make you more likely to go to the movie theaters more frequently?
Waiters bringing food to your seat

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	13% (276)	16% (349)	29% (638)	12% (264)	22% (483)	9% (191)	2200
Ideo: Liberal (1-3)	15% (103)	22% (151)	26% (182)	12% (84)	19% (134)	7% (46)	701
Ideo: Moderate (4)	12% (58)	15% (72)	34% (165)	9% (45)	23% (114)	7% (35)	489
Ideo: Conservative (5-7)	9% (68)	12% (89)	30% (221)	15% (110)	25% (186)	8% (55)	729
Educ: < College	14% (211)	15% (226)	28% (425)	12% (183)	21% (312)	10% (155)	1512
Educ: Bachelors degree	10% (45)	19% (82)	32% (140)	12% (53)	23% (101)	5% (22)	444
Educ: Post-grad	8% (20)	17% (40)	30% (73)	11% (28)	28% (69)	6% (14)	244
Income: Under 50k	14% (183)	14% (186)	27% (358)	12% (156)	22% (283)	11% (143)	1310
Income: 50k-100k	9% (54)	18% (103)	31% (183)	14% (80)	23% (134)	6% (34)	589
Income: 100k+	13% (39)	20% (60)	32% (97)	9% (27)	22% (65)	5% (14)	301
Ethnicity: White	10% (164)	15% (265)	30% (517)	13% (223)	24% (420)	8% (133)	1722
Ethnicity: Hispanic	22% (77)	15% (53)	27% (95)	14% (50)	13% (44)	9% (30)	349
Ethnicity: Afr. Am.	26% (71)	19% (51)	24% (67)	8% (21)	10% (28)	13% (36)	274
Ethnicity: Other	20% (41)	16% (33)	26% (53)	10% (20)	17% (35)	11% (22)	204
All Christian	9% (88)	14% (130)	30% (288)	14% (135)	24% (231)	8% (73)	946
All Non-Christian	11% (11)	16% (16)	28% (28)	12% (12)	23% (24)	11% (11)	103
Atheist	12% (11)	24% (22)	25% (22)	6% (6)	30% (27)	3% (2)	90
Agnostic/Nothing in particular	16% (165)	17% (181)	28% (299)	10% (111)	19% (200)	10% (105)	1061
Religious Non-Protestant/Catholic	10% (13)	20% (27)	26% (35)	12% (17)	24% (32)	9% (12)	136
Evangelical	12% (74)	12% (74)	31% (190)	12% (77)	23% (143)	10% (64)	623
Non-Evangelical	11% (86)	15% (117)	29% (224)	13% (102)	24% (182)	8% (62)	772
Community: Urban	13% (76)	16% (93)	30% (170)	11% (62)	20% (112)	9% (54)	567
Community: Suburban	12% (127)	17% (173)	30% (309)	12% (123)	22% (226)	7% (77)	1035
Community: Rural	12% (72)	14% (83)	27% (159)	13% (79)	24% (145)	10% (61)	599

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Table CMT4_11: *Would the following make you more likely to go to the movie theaters more frequently?
Waiters bringing food to your seat*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	13% (276)	16% (349)	29% (638)	12% (264)	22% (483)	9% (191)	2200
Employ: Private Sector	12% (76)	19% (118)	32% (199)	15% (92)	17% (104)	5% (34)	623
Employ: Government	16% (22)	16% (22)	32% (44)	12% (17)	19% (26)	5% (7)	137
Employ: Self-Employed	16% (32)	16% (32)	29% (58)	8% (16)	22% (43)	9% (17)	198
Employ: Homemaker	13% (18)	21% (29)	27% (38)	12% (17)	16% (23)	11% (15)	140
Employ: Student	24% (31)	18% (24)	29% (38)	10% (13)	10% (14)	9% (12)	133
Employ: Retired	4% (21)	9% (43)	26% (121)	14% (67)	37% (175)	10% (46)	474
Employ: Unemployed	14% (36)	20% (51)	26% (68)	6% (16)	22% (57)	12% (31)	259
Employ: Other	16% (39)	13% (30)	31% (72)	11% (26)	18% (41)	12% (28)	235
Military HH: Yes	9% (32)	15% (53)	26% (94)	15% (53)	28% (101)	8% (29)	361
Military HH: No	13% (244)	16% (296)	30% (544)	11% (211)	21% (381)	9% (162)	1839
RD/WT: Right Direction	12% (103)	15% (128)	29% (252)	13% (114)	22% (190)	10% (86)	872
RD/WT: Wrong Track	13% (172)	17% (221)	29% (386)	11% (150)	22% (293)	8% (105)	1328
Trump Job Approve	11% (106)	15% (141)	30% (278)	12% (113)	23% (211)	8% (74)	924
Trump Job Disapprove	14% (158)	17% (195)	29% (325)	12% (138)	21% (244)	7% (79)	1138
Trump Job Strongly Approve	10% (50)	13% (67)	29% (144)	14% (69)	25% (128)	9% (46)	505
Trump Job Somewhat Approve	13% (56)	18% (74)	32% (134)	10% (44)	20% (83)	7% (28)	419
Trump Job Somewhat Disapprove	14% (39)	18% (50)	29% (81)	10% (29)	22% (63)	6% (16)	279
Trump Job Strongly Disapprove	14% (119)	17% (144)	28% (243)	13% (109)	21% (182)	7% (62)	860
Favorable of Trump	11% (98)	15% (135)	30% (263)	12% (107)	24% (211)	8% (73)	888
Unfavorable of Trump	14% (156)	17% (198)	29% (338)	13% (145)	22% (253)	5% (63)	1153
Very Favorable of Trump	11% (56)	14% (69)	29% (148)	13% (64)	24% (125)	10% (49)	512
Somewhat Favorable of Trump	11% (42)	18% (66)	31% (115)	11% (43)	23% (85)	7% (25)	376
Somewhat Unfavorable of Trump	15% (35)	12% (27)	31% (72)	12% (28)	23% (52)	6% (14)	228
Very Unfavorable of Trump	13% (121)	18% (171)	29% (266)	13% (116)	22% (201)	5% (49)	925

Continued on next page

**Table CMT4_11: Would the following make you more likely to go to the movie theaters more frequently?
Waiters bringing food to your seat**

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	13% (276)	16% (349)	29% (638)	12% (264)	22% (483)	9% (191)	2200
#1 Issue: Economy	15% (80)	19% (98)	33% (170)	9% (45)	17% (91)	7% (38)	522
#1 Issue: Security	9% (39)	12% (56)	30% (134)	15% (68)	26% (118)	7% (33)	448
#1 Issue: Health Care	12% (40)	16% (51)	29% (92)	14% (45)	21% (68)	7% (21)	318
#1 Issue: Medicare / Social Security	5% (14)	11% (32)	29% (86)	14% (42)	30% (89)	11% (32)	295
#1 Issue: Women's Issues	20% (38)	21% (40)	26% (50)	10% (19)	15% (29)	9% (17)	192
#1 Issue: Education	27% (43)	19% (30)	22% (35)	10% (16)	13% (21)	8% (13)	159
#1 Issue: Energy	12% (16)	19% (25)	35% (47)	9% (12)	20% (27)	6% (8)	136
#1 Issue: Other	4% (5)	12% (16)	18% (24)	13% (17)	31% (40)	22% (29)	130
2018 House Vote: Democrat	11% (88)	18% (140)	31% (241)	11% (86)	22% (175)	6% (48)	777
2018 House Vote: Republican	9% (59)	14% (95)	30% (205)	13% (92)	26% (179)	7% (50)	680
2018 House Vote: Someone else	11% (12)	9% (10)	25% (28)	22% (25)	20% (23)	14% (16)	115
2018 House Vote: Didnt Vote	18% (112)	17% (103)	26% (163)	10% (59)	17% (106)	12% (76)	619
2016 Vote: Hillary Clinton	11% (73)	18% (119)	30% (199)	13% (85)	23% (153)	7% (44)	673
2016 Vote: Donald Trump	9% (64)	14% (93)	31% (214)	13% (89)	26% (178)	7% (48)	686
2016 Vote: Someone else	12% (22)	14% (26)	32% (58)	10% (18)	23% (41)	8% (15)	180
2016 Vote: Didnt Vote	17% (114)	17% (110)	26% (168)	11% (71)	16% (107)	13% (85)	655
Voted in 2014: Yes	10% (130)	15% (209)	30% (408)	13% (176)	25% (336)	7% (92)	1351
Voted in 2014: No	17% (146)	17% (140)	27% (230)	10% (88)	17% (147)	12% (99)	849
2012 Vote: Barack Obama	11% (90)	18% (143)	29% (234)	13% (105)	22% (178)	7% (58)	808
2012 Vote: Mitt Romney	7% (35)	13% (66)	30% (153)	13% (67)	30% (149)	7% (35)	505
2012 Vote: Other	7% (8)	13% (15)	34% (38)	11% (12)	27% (30)	7% (8)	110
2012 Vote: Didn't Vote	19% (143)	16% (124)	27% (210)	10% (79)	16% (123)	12% (91)	769

Continued on next page

Table CMT4_11: *Would the following make you more likely to go to the movie theaters more frequently?
 Waiters bringing food to your seat*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	13% (276)	16% (349)	29% (638)	12% (264)	22% (483)	9% (191)	2200
4-Region: Northeast	9% (35)	14% (53)	30% (117)	12% (47)	29% (113)	7% (28)	394
4-Region: Midwest	13% (58)	15% (71)	32% (147)	13% (61)	17% (80)	10% (44)	462
4-Region: South	15% (124)	17% (136)	26% (216)	11% (91)	22% (181)	9% (77)	824
4-Region: West	11% (58)	17% (88)	30% (157)	13% (66)	21% (109)	8% (42)	520
Frequent movie goers	19% (60)	19% (58)	34% (105)	12% (36)	9% (29)	7% (20)	307
Occasional movie goers	15% (138)	17% (154)	30% (269)	13% (112)	18% (160)	6% (57)	889
Infrequent movie goers	8% (78)	14% (137)	26% (265)	12% (116)	29% (294)	11% (114)	1003

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

Table CMT4_12: Would the following make you more likely to go to the movie theaters more frequently?
Interactive fan experiences such events with giveaways or interactions with movie stars

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	16% (361)	17% (368)	26% (580)	11% (246)	20% (443)	9% (203)	2200
Gender: Male	19% (199)	16% (169)	27% (282)	11% (113)	19% (201)	9% (98)	1062
Gender: Female	14% (162)	17% (198)	26% (299)	12% (133)	21% (242)	9% (105)	1138
Age: 18-29	28% (142)	23% (118)	20% (99)	7% (37)	10% (50)	11% (56)	503
Age: 30-44	23% (116)	21% (106)	28% (143)	10% (50)	12% (61)	7% (34)	510
Age: 45-54	13% (53)	16% (64)	30% (120)	13% (54)	20% (80)	8% (33)	404
Age: 55-64	8% (27)	12% (42)	30% (102)	12% (43)	28% (96)	10% (36)	347
Age: 65+	5% (23)	8% (37)	27% (117)	14% (62)	36% (155)	10% (43)	436
Generation Z: 18-22	31% (80)	23% (60)	20% (51)	6% (15)	9% (22)	12% (32)	260
Millennial: Age 23-38	25% (142)	22% (125)	25% (141)	9% (51)	11% (62)	8% (48)	569
Generation X: Age 39-54	15% (89)	18% (104)	29% (169)	13% (75)	18% (107)	7% (44)	588
Boomers: Age 55-73	7% (50)	11% (78)	28% (199)	12% (85)	32% (224)	10% (67)	703
PID: Dem (no lean)	19% (152)	17% (137)	24% (195)	11% (91)	21% (169)	7% (58)	801
PID: Ind (no lean)	15% (112)	16% (120)	28% (206)	11% (78)	16% (114)	13% (98)	728
PID: Rep (no lean)	15% (97)	17% (111)	27% (180)	11% (77)	24% (160)	7% (46)	671
PID/Gender: Dem Men	22% (77)	16% (56)	24% (83)	11% (38)	20% (70)	8% (27)	352
PID/Gender: Dem Women	17% (75)	18% (80)	25% (111)	12% (53)	22% (99)	7% (31)	449
PID/Gender: Ind Men	15% (57)	15% (56)	27% (102)	11% (40)	18% (69)	13% (49)	372
PID/Gender: Ind Women	15% (55)	18% (64)	29% (104)	11% (38)	13% (45)	14% (49)	355
PID/Gender: Rep Men	19% (65)	17% (57)	29% (96)	10% (35)	18% (62)	6% (22)	338
PID/Gender: Rep Women	10% (32)	16% (54)	25% (83)	13% (42)	29% (97)	7% (25)	334

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Table CMT4_12: *Would the following make you more likely to go to the movie theaters more frequently?
Interactive fan experiences such events with giveaways or interactions with movie stars*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	16% (361)	17% (368)	26% (580)	11% (246)	20% (443)	9% (203)	2200
Ideo: Liberal (1-3)	20% (137)	20% (142)	24% (169)	10% (70)	20% (141)	6% (42)	701
Ideo: Moderate (4)	14% (69)	17% (82)	31% (151)	12% (59)	18% (88)	8% (39)	489
Ideo: Conservative (5-7)	13% (98)	13% (98)	28% (201)	12% (90)	25% (183)	8% (59)	729
Educ: < College	18% (278)	17% (260)	25% (383)	10% (153)	18% (275)	11% (162)	1512
Educ: Bachelors degree	13% (58)	17% (77)	30% (133)	13% (57)	21% (91)	6% (28)	444
Educ: Post-grad	10% (26)	12% (30)	26% (64)	14% (35)	31% (76)	5% (13)	244
Income: Under 50k	18% (235)	16% (208)	25% (329)	11% (143)	19% (243)	12% (152)	1310
Income: 50k-100k	16% (93)	18% (107)	28% (163)	9% (53)	23% (136)	6% (37)	589
Income: 100k+	11% (34)	17% (52)	30% (89)	17% (50)	21% (63)	4% (13)	301
Ethnicity: White	14% (247)	16% (270)	28% (481)	12% (204)	22% (382)	8% (138)	1722
Ethnicity: Hispanic	29% (101)	19% (67)	23% (79)	7% (24)	12% (43)	10% (36)	349
Ethnicity: Afr. Am.	24% (66)	18% (50)	22% (61)	9% (24)	11% (30)	16% (43)	274
Ethnicity: Other	24% (48)	23% (48)	19% (38)	9% (18)	15% (30)	11% (22)	204
All Christian	14% (132)	15% (145)	27% (254)	13% (120)	24% (225)	7% (70)	946
All Non-Christian	17% (17)	15% (16)	32% (33)	9% (9)	20% (21)	6% (7)	103
Atheist	16% (14)	19% (17)	22% (19)	13% (12)	30% (27)	1% (1)	90
Agnostic/Nothing in particular	19% (197)	18% (191)	26% (274)	10% (104)	16% (170)	12% (125)	1061
Religious Non-Protestant/Catholic	16% (21)	16% (22)	33% (45)	9% (12)	20% (27)	6% (8)	136
Evangelical	16% (101)	16% (100)	24% (152)	10% (63)	22% (138)	11% (69)	623
Non-Evangelical	16% (124)	16% (120)	26% (202)	13% (103)	21% (162)	8% (61)	772
Community: Urban	18% (104)	17% (95)	28% (160)	9% (50)	18% (102)	10% (55)	567
Community: Suburban	17% (171)	17% (178)	25% (263)	11% (118)	21% (219)	8% (85)	1035
Community: Rural	14% (86)	16% (95)	26% (157)	13% (77)	20% (122)	10% (62)	599

Continued on next page

Table CMT4_12: *Would the following make you more likely to go to the movie theaters more frequently?
Interactive fan experiences such events with giveaways or interactions with movie stars*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	16% (361)	17% (368)	26% (580)	11% (246)	20% (443)	9% (203)	2200
Employ: Private Sector	19% (119)	17% (104)	30% (188)	11% (71)	17% (104)	6% (36)	623
Employ: Government	20% (28)	21% (29)	26% (35)	12% (16)	17% (24)	4% (6)	137
Employ: Self-Employed	14% (27)	19% (37)	24% (47)	12% (24)	19% (39)	12% (24)	198
Employ: Homemaker	15% (21)	24% (34)	27% (38)	7% (10)	14% (20)	12% (17)	140
Employ: Student	27% (36)	29% (38)	19% (25)	8% (11)	9% (12)	8% (11)	133
Employ: Retired	7% (34)	8% (39)	27% (127)	14% (64)	35% (168)	9% (42)	474
Employ: Unemployed	18% (45)	22% (57)	23% (60)	6% (16)	18% (47)	13% (33)	259
Employ: Other	22% (51)	12% (29)	25% (59)	14% (33)	13% (30)	14% (34)	235
Military HH: Yes	11% (38)	13% (45)	32% (117)	12% (45)	23% (83)	9% (33)	361
Military HH: No	18% (323)	18% (322)	25% (464)	11% (201)	20% (360)	9% (170)	1839
RD/WT: Right Direction	17% (149)	15% (131)	27% (232)	11% (96)	20% (175)	10% (89)	872
RD/WT: Wrong Track	16% (212)	18% (237)	26% (348)	11% (149)	20% (268)	9% (114)	1328
Trump Job Approve	16% (147)	17% (155)	27% (245)	11% (103)	22% (200)	8% (74)	924
Trump Job Disapprove	17% (193)	17% (197)	27% (307)	11% (130)	20% (225)	8% (86)	1138
Trump Job Strongly Approve	15% (77)	13% (68)	27% (137)	11% (57)	24% (121)	9% (44)	505
Trump Job Somewhat Approve	17% (69)	21% (86)	26% (108)	11% (46)	19% (79)	7% (30)	419
Trump Job Somewhat Disapprove	19% (53)	17% (48)	30% (85)	9% (24)	19% (54)	6% (16)	279
Trump Job Strongly Disapprove	16% (141)	17% (149)	26% (222)	12% (106)	20% (171)	8% (71)	860
Favorable of Trump	16% (142)	16% (139)	28% (245)	11% (97)	22% (193)	8% (71)	888
Unfavorable of Trump	17% (195)	18% (207)	27% (312)	12% (137)	20% (229)	6% (73)	1153
Very Favorable of Trump	15% (75)	14% (71)	28% (143)	11% (59)	23% (117)	9% (47)	512
Somewhat Favorable of Trump	18% (67)	18% (68)	27% (102)	10% (38)	20% (76)	6% (24)	376
Somewhat Unfavorable of Trump	13% (30)	20% (45)	28% (64)	12% (28)	20% (46)	7% (15)	228
Very Unfavorable of Trump	18% (165)	17% (162)	27% (248)	12% (109)	20% (182)	6% (58)	925

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Table CMT4_12: *Would the following make you more likely to go to the movie theaters more frequently?
 Interactive fan experiences such events with giveaways or interactions with movie stars*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	16% (361)	17% (368)	26% (580)	11% (246)	20% (443)	9% (203)	2200
#1 Issue: Economy	22% (116)	16% (83)	27% (139)	11% (56)	16% (83)	9% (46)	522
#1 Issue: Security	12% (54)	14% (61)	31% (141)	11% (51)	25% (114)	6% (28)	448
#1 Issue: Health Care	15% (46)	17% (56)	28% (88)	11% (34)	21% (66)	9% (28)	318
#1 Issue: Medicare / Social Security	11% (32)	12% (34)	26% (78)	15% (45)	25% (74)	11% (33)	295
#1 Issue: Women's Issues	18% (35)	23% (44)	23% (44)	9% (17)	15% (29)	12% (23)	192
#1 Issue: Education	25% (40)	21% (33)	20% (31)	10% (16)	15% (24)	9% (14)	159
#1 Issue: Energy	19% (25)	21% (29)	28% (38)	9% (12)	19% (26)	4% (5)	136
#1 Issue: Other	10% (13)	22% (28)	16% (21)	11% (14)	21% (27)	21% (27)	130
2018 House Vote: Democrat	17% (134)	17% (131)	27% (209)	12% (92)	21% (161)	6% (50)	777
2018 House Vote: Republican	11% (78)	14% (94)	29% (199)	13% (85)	25% (171)	8% (53)	680
2018 House Vote: Someone else	17% (20)	15% (17)	25% (28)	11% (13)	15% (17)	16% (19)	115
2018 House Vote: Didn't Vote	20% (126)	20% (125)	23% (141)	9% (54)	15% (94)	13% (79)	619
2016 Vote: Hillary Clinton	18% (121)	15% (100)	26% (173)	13% (88)	22% (149)	6% (43)	673
2016 Vote: Donald Trump	13% (87)	16% (107)	30% (205)	10% (72)	25% (170)	7% (45)	686
2016 Vote: Someone else	12% (22)	19% (34)	26% (47)	13% (23)	20% (36)	10% (18)	180
2016 Vote: Didn't Vote	20% (130)	19% (125)	23% (154)	10% (63)	13% (86)	15% (97)	655
Voted in 2014: Yes	13% (181)	15% (208)	28% (374)	12% (169)	24% (324)	7% (95)	1351
Voted in 2014: No	21% (180)	19% (160)	24% (206)	9% (77)	14% (118)	13% (108)	849
2012 Vote: Barack Obama	16% (127)	16% (126)	26% (208)	13% (107)	22% (178)	8% (61)	808
2012 Vote: Mitt Romney	11% (57)	12% (60)	29% (147)	13% (67)	28% (143)	6% (31)	505
2012 Vote: Other	10% (11)	17% (19)	32% (35)	10% (11)	22% (24)	9% (10)	110
2012 Vote: Didn't Vote	21% (165)	21% (159)	25% (189)	8% (61)	12% (95)	13% (101)	769

Continued on next page

Table CMT4_12: *Would the following make you more likely to go to the movie theaters more frequently?
Interactive fan experiences such events with giveaways or interactions with movie stars*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	16% (361)	17% (368)	26% (580)	11% (246)	20% (443)	9% (203)	2200
4-Region: Northeast	13% (52)	14% (54)	29% (114)	10% (41)	25% (98)	9% (36)	394
4-Region: Midwest	18% (85)	15% (69)	29% (132)	13% (62)	16% (74)	9% (41)	462
4-Region: South	16% (135)	18% (149)	25% (209)	10% (81)	20% (168)	10% (82)	824
4-Region: West	17% (90)	18% (95)	24% (125)	12% (62)	20% (104)	8% (44)	520
Frequent movie goers	30% (92)	20% (62)	25% (78)	9% (28)	8% (25)	7% (22)	307
Occasional movie goers	19% (167)	20% (175)	28% (245)	10% (93)	18% (156)	6% (53)	889
Infrequent movie goers	10% (102)	13% (130)	26% (257)	12% (124)	26% (262)	13% (127)	1003

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

Table CMT4_13: *Would the following make you more likely to go to the movie theaters more frequently?
The ability to buy tickets online or on my phone*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (310)	16% (355)	35% (769)	8% (183)	18% (387)	9% (197)	2200
Gender: Male	15% (162)	18% (187)	34% (365)	8% (83)	15% (163)	10% (102)	1062
Gender: Female	13% (148)	15% (167)	35% (404)	9% (100)	20% (224)	8% (96)	1138
Age: 18-29	23% (116)	19% (95)	33% (166)	6% (30)	9% (44)	10% (52)	503
Age: 30-44	19% (98)	20% (104)	35% (177)	7% (33)	12% (62)	7% (37)	510
Age: 45-54	11% (43)	15% (60)	39% (159)	9% (37)	17% (67)	9% (38)	404
Age: 55-64	10% (34)	14% (50)	34% (117)	9% (30)	24% (84)	9% (32)	347
Age: 65+	4% (19)	11% (46)	35% (151)	12% (52)	30% (130)	9% (39)	436
Generation Z: 18-22	23% (60)	19% (49)	31% (82)	6% (15)	10% (26)	11% (29)	260
Millennial: Age 23-38	21% (120)	19% (108)	34% (195)	7% (39)	10% (56)	9% (51)	569
Generation X: Age 39-54	13% (77)	17% (101)	38% (224)	8% (47)	15% (91)	8% (48)	588
Boomers: Age 55-73	7% (53)	13% (94)	35% (243)	10% (72)	26% (186)	8% (56)	703
PID: Dem (no lean)	16% (129)	17% (137)	33% (268)	10% (77)	17% (140)	6% (50)	801
PID: Ind (no lean)	13% (94)	14% (104)	38% (274)	8% (56)	14% (105)	13% (94)	728
PID: Rep (no lean)	13% (87)	17% (113)	34% (226)	8% (50)	21% (142)	8% (53)	671
PID/Gender: Dem Men	17% (60)	19% (66)	32% (112)	10% (36)	16% (55)	7% (23)	352
PID/Gender: Dem Women	15% (69)	16% (71)	35% (156)	9% (41)	19% (85)	6% (27)	449
PID/Gender: Ind Men	13% (49)	14% (53)	37% (138)	6% (24)	16% (59)	13% (50)	372
PID/Gender: Ind Women	13% (45)	14% (51)	38% (136)	9% (32)	13% (46)	12% (44)	355
PID/Gender: Rep Men	16% (53)	20% (68)	34% (115)	7% (24)	14% (49)	9% (29)	338
PID/Gender: Rep Women	10% (34)	14% (46)	33% (111)	8% (27)	28% (93)	7% (24)	334

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Table CMT4_13: Would the following make you more likely to go to the movie theaters more frequently?
The ability to buy tickets online or on my phone

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (310)	16% (355)	35% (769)	8% (183)	18% (387)	9% (197)	2200
Ideo: Liberal (1-3)	18% (127)	21% (149)	32% (223)	8% (58)	13% (94)	7% (49)	701
Ideo: Moderate (4)	15% (74)	14% (70)	36% (178)	10% (48)	18% (87)	7% (32)	489
Ideo: Conservative (5-7)	10% (76)	15% (109)	37% (273)	7% (53)	23% (165)	7% (52)	729
Educ: < College	14% (208)	16% (237)	35% (524)	8% (122)	18% (271)	10% (151)	1512
Educ: Bachelors degree	15% (66)	18% (79)	37% (163)	9% (39)	16% (70)	6% (27)	444
Educ: Post-grad	15% (36)	16% (38)	34% (82)	9% (23)	19% (45)	8% (20)	244
Income: Under 50k	14% (178)	14% (188)	34% (441)	9% (114)	19% (243)	11% (146)	1310
Income: 50k-100k	13% (76)	17% (102)	39% (229)	8% (47)	17% (98)	6% (35)	589
Income: 100k+	18% (55)	21% (64)	33% (98)	7% (23)	15% (45)	5% (16)	301
Ethnicity: White	13% (220)	16% (269)	35% (611)	9% (149)	19% (330)	8% (143)	1722
Ethnicity: Hispanic	18% (63)	19% (66)	38% (133)	5% (19)	11% (39)	9% (30)	349
Ethnicity: Afr. Am.	21% (58)	17% (46)	32% (89)	8% (22)	10% (27)	12% (32)	274
Ethnicity: Other	15% (31)	19% (40)	34% (69)	6% (12)	14% (29)	11% (23)	204
All Christian	12% (111)	16% (148)	36% (338)	9% (89)	20% (194)	7% (67)	946
All Non-Christian	16% (16)	19% (20)	25% (26)	11% (11)	20% (20)	9% (9)	103
Atheist	19% (17)	20% (18)	35% (32)	5% (5)	19% (17)	2% (2)	90
Agnostic/Nothing in particular	16% (165)	16% (169)	35% (373)	7% (79)	15% (156)	11% (120)	1061
Religious Non-Protestant/Catholic	13% (18)	18% (25)	30% (41)	9% (13)	22% (30)	7% (10)	136
Evangelical	14% (89)	13% (79)	34% (210)	8% (52)	20% (126)	11% (66)	623
Non-Evangelical	13% (101)	15% (118)	37% (283)	9% (72)	19% (145)	7% (54)	772
Community: Urban	14% (80)	17% (94)	37% (211)	7% (38)	16% (91)	9% (53)	567
Community: Suburban	15% (157)	18% (188)	34% (353)	8% (87)	16% (169)	8% (81)	1035
Community: Rural	12% (73)	12% (73)	34% (204)	10% (58)	21% (127)	11% (64)	599

Continued on next page

Table CMT4_13: *Would the following make you more likely to go to the movie theaters more frequently?
 The ability to buy tickets online or on my phone*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (310)	16% (355)	35% (769)	8% (183)	18% (387)	9% (197)	2200
Employ: Private Sector	17% (107)	19% (120)	37% (230)	9% (58)	12% (76)	5% (32)	623
Employ: Government	12% (17)	27% (37)	39% (54)	6% (8)	10% (14)	6% (8)	137
Employ: Self-Employed	17% (34)	17% (33)	34% (68)	6% (12)	15% (31)	10% (20)	198
Employ: Homemaker	13% (19)	15% (21)	39% (54)	6% (8)	15% (21)	13% (18)	140
Employ: Student	27% (36)	20% (26)	28% (37)	8% (11)	11% (14)	6% (8)	133
Employ: Retired	7% (34)	11% (53)	32% (151)	11% (50)	30% (144)	9% (42)	474
Employ: Unemployed	12% (31)	16% (43)	34% (89)	5% (14)	17% (45)	14% (37)	259
Employ: Other	13% (32)	9% (22)	36% (85)	9% (22)	18% (43)	14% (33)	235
Military HH: Yes	10% (36)	17% (63)	31% (111)	11% (41)	23% (84)	7% (25)	361
Military HH: No	15% (273)	16% (292)	36% (657)	8% (142)	16% (302)	9% (172)	1839
RD/WT: Right Direction	15% (129)	15% (131)	35% (302)	7% (64)	18% (160)	10% (86)	872
RD/WT: Wrong Track	14% (181)	17% (223)	35% (466)	9% (119)	17% (227)	8% (111)	1328
Trump Job Approve	14% (129)	16% (149)	35% (322)	7% (67)	19% (177)	9% (79)	924
Trump Job Disapprove	15% (169)	17% (195)	35% (400)	9% (102)	17% (192)	7% (82)	1138
Trump Job Strongly Approve	13% (64)	17% (84)	31% (159)	8% (41)	21% (108)	10% (50)	505
Trump Job Somewhat Approve	16% (65)	16% (66)	39% (164)	6% (27)	16% (69)	7% (28)	419
Trump Job Somewhat Disapprove	15% (42)	17% (46)	39% (108)	6% (18)	18% (51)	5% (14)	279
Trump Job Strongly Disapprove	15% (127)	17% (149)	34% (292)	10% (84)	16% (140)	8% (68)	860
Favorable of Trump	14% (127)	15% (136)	35% (314)	7% (64)	20% (174)	8% (73)	888
Unfavorable of Trump	14% (160)	17% (201)	36% (418)	9% (109)	17% (195)	6% (70)	1153
Very Favorable of Trump	15% (75)	16% (82)	33% (167)	7% (36)	20% (102)	10% (51)	512
Somewhat Favorable of Trump	14% (52)	14% (54)	39% (147)	8% (29)	19% (73)	6% (21)	376
Somewhat Unfavorable of Trump	12% (28)	16% (37)	39% (90)	9% (20)	17% (39)	6% (14)	228
Very Unfavorable of Trump	14% (132)	18% (164)	35% (328)	10% (89)	17% (156)	6% (56)	925

Continued on next page

Table CMT4_13: *Would the following make you more likely to go to the movie theaters more frequently?
The ability to buy tickets online or on my phone*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (310)	16% (355)	35% (769)	8% (183)	18% (387)	9% (197)	2200
#1 Issue: Economy	16% (86)	17% (89)	35% (184)	8% (43)	15% (80)	8% (40)	522
#1 Issue: Security	10% (47)	16% (72)	38% (172)	7% (31)	21% (95)	7% (31)	448
#1 Issue: Health Care	16% (51)	16% (52)	35% (112)	10% (31)	15% (46)	8% (25)	318
#1 Issue: Medicare / Social Security	8% (24)	11% (32)	33% (97)	10% (30)	27% (80)	11% (33)	295
#1 Issue: Women's Issues	21% (41)	16% (30)	36% (70)	5% (9)	11% (21)	11% (21)	192
#1 Issue: Education	21% (33)	19% (29)	32% (50)	9% (15)	13% (20)	7% (11)	159
#1 Issue: Energy	13% (18)	22% (30)	35% (48)	9% (12)	15% (20)	6% (9)	136
#1 Issue: Other	8% (10)	16% (21)	27% (36)	9% (12)	18% (24)	21% (28)	130
2018 House Vote: Democrat	14% (110)	17% (133)	36% (278)	10% (75)	17% (133)	6% (48)	777
2018 House Vote: Republican	11% (76)	15% (103)	35% (238)	7% (49)	24% (162)	8% (53)	680
2018 House Vote: Someone else	14% (16)	14% (16)	33% (38)	11% (12)	13% (15)	15% (17)	115
2018 House Vote: Didnt Vote	17% (105)	16% (100)	34% (213)	8% (47)	12% (75)	13% (78)	619
2016 Vote: Hillary Clinton	15% (100)	18% (120)	34% (226)	10% (69)	17% (116)	6% (42)	673
2016 Vote: Donald Trump	12% (82)	16% (108)	36% (244)	7% (50)	22% (154)	7% (49)	686
2016 Vote: Someone else	10% (18)	17% (31)	38% (68)	9% (16)	17% (30)	9% (16)	180
2016 Vote: Didnt Vote	17% (109)	14% (94)	35% (230)	7% (48)	13% (85)	14% (90)	655
Voted in 2014: Yes	12% (158)	16% (215)	36% (488)	9% (118)	20% (277)	7% (95)	1351
Voted in 2014: No	18% (152)	16% (140)	33% (280)	8% (65)	13% (110)	12% (103)	849
2012 Vote: Barack Obama	15% (118)	17% (140)	34% (274)	11% (87)	16% (132)	7% (56)	808
2012 Vote: Mitt Romney	11% (54)	16% (78)	36% (181)	6% (28)	26% (131)	6% (32)	505
2012 Vote: Other	3% (4)	18% (20)	47% (52)	9% (10)	17% (19)	5% (5)	110
2012 Vote: Didn't Vote	17% (133)	15% (115)	34% (259)	8% (58)	13% (103)	13% (101)	769

Continued on next page

Table CMT4_13: *Would the following make you more likely to go to the movie theaters more frequently?
The ability to buy tickets online or on my phone*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (310)	16% (355)	35% (769)	8% (183)	18% (387)	9% (197)	2200
4-Region: Northeast	12% (45)	14% (57)	35% (139)	10% (39)	21% (83)	8% (30)	394
4-Region: Midwest	12% (57)	15% (71)	39% (181)	8% (39)	16% (75)	9% (40)	462
4-Region: South	16% (133)	17% (138)	31% (257)	8% (65)	18% (145)	11% (87)	824
4-Region: West	14% (74)	17% (89)	37% (192)	8% (41)	16% (84)	8% (40)	520
Frequent movie goers	26% (81)	21% (66)	32% (100)	6% (20)	7% (22)	6% (20)	307
Occasional movie goers	17% (152)	20% (176)	38% (341)	7% (58)	13% (113)	5% (48)	889
Infrequent movie goers	8% (77)	11% (113)	33% (328)	10% (105)	25% (252)	13% (130)	1003

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

Table CMT4_14: *Would the following make you more likely to go to the movie theaters more frequently?*
Membership to a movie ticket subscription service

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	12% (269)	14% (302)	32% (703)	12% (266)	19% (420)	11% (239)	2200
Gender: Male	14% (146)	14% (145)	33% (350)	10% (110)	18% (194)	11% (116)	1062
Gender: Female	11% (123)	14% (158)	31% (353)	14% (156)	20% (225)	11% (123)	1138
Age: 18-29	21% (105)	16% (80)	30% (149)	10% (51)	11% (54)	13% (64)	503
Age: 30-44	16% (84)	18% (90)	34% (173)	10% (49)	14% (70)	9% (46)	510
Age: 45-54	10% (39)	13% (53)	33% (134)	16% (63)	18% (74)	10% (41)	404
Age: 55-64	8% (26)	10% (36)	32% (112)	13% (44)	25% (85)	13% (44)	347
Age: 65+	4% (16)	10% (44)	31% (135)	14% (59)	31% (137)	10% (45)	436
Generation Z: 18-22	21% (54)	15% (38)	30% (78)	10% (26)	11% (27)	14% (36)	260
Millennial: Age 23-38	20% (111)	18% (102)	31% (178)	9% (53)	12% (67)	10% (57)	569
Generation X: Age 39-54	10% (62)	14% (82)	34% (201)	14% (83)	17% (103)	10% (57)	588
Boomers: Age 55-73	6% (42)	11% (76)	32% (227)	13% (90)	28% (193)	11% (74)	703
PID: Dem (no lean)	15% (117)	14% (112)	31% (250)	14% (109)	18% (146)	8% (67)	801
PID: Ind (no lean)	10% (76)	14% (103)	31% (228)	11% (84)	16% (120)	16% (118)	728
PID: Rep (no lean)	11% (76)	13% (87)	34% (225)	11% (74)	23% (154)	8% (55)	671
PID/Gender: Dem Men	18% (64)	12% (42)	32% (112)	13% (44)	17% (58)	9% (31)	352
PID/Gender: Dem Women	12% (53)	16% (70)	31% (138)	14% (65)	20% (88)	8% (36)	449
PID/Gender: Ind Men	9% (33)	15% (57)	31% (115)	10% (38)	19% (71)	15% (57)	372
PID/Gender: Ind Women	12% (42)	13% (46)	32% (113)	13% (45)	14% (49)	17% (60)	355
PID/Gender: Rep Men	14% (49)	14% (46)	36% (123)	8% (28)	19% (65)	8% (28)	338
PID/Gender: Rep Women	8% (28)	12% (42)	31% (103)	14% (46)	26% (88)	8% (28)	334

Continued on next page

Table CMT4_14: *Would the following make you more likely to go to the movie theaters more frequently?*
Membership to a movie ticket subscription service

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	12% (269)	14% (302)	32% (703)	12% (266)	19% (420)	11% (239)	2200
Ideo: Liberal (1-3)	16% (113)	16% (115)	31% (214)	13% (94)	16% (113)	7% (52)	701
Ideo: Moderate (4)	10% (50)	12% (58)	35% (172)	14% (70)	19% (91)	10% (49)	489
Ideo: Conservative (5-7)	9% (69)	13% (94)	33% (244)	12% (84)	24% (175)	9% (64)	729
Educ: < College	13% (194)	14% (216)	31% (467)	12% (174)	18% (276)	12% (185)	1512
Educ: Bachelors degree	11% (48)	13% (58)	36% (162)	11% (51)	20% (87)	9% (38)	444
Educ: Post-grad	11% (27)	12% (28)	31% (74)	17% (41)	23% (57)	7% (16)	244
Income: Under 50k	12% (156)	14% (183)	31% (403)	11% (149)	19% (248)	13% (171)	1310
Income: 50k-100k	13% (77)	13% (75)	36% (210)	11% (66)	19% (111)	8% (50)	589
Income: 100k+	12% (37)	15% (44)	30% (91)	17% (50)	20% (61)	6% (19)	301
Ethnicity: White	10% (169)	13% (232)	33% (571)	13% (222)	21% (354)	10% (174)	1722
Ethnicity: Hispanic	21% (72)	12% (43)	32% (111)	12% (42)	11% (38)	13% (44)	349
Ethnicity: Afr. Am.	23% (62)	15% (40)	27% (75)	8% (23)	12% (34)	15% (40)	274
Ethnicity: Other	19% (38)	15% (30)	28% (57)	11% (22)	16% (32)	12% (25)	204
All Christian	10% (91)	13% (120)	33% (308)	14% (136)	21% (202)	9% (88)	946
All Non-Christian	13% (13)	11% (11)	39% (40)	11% (12)	19% (20)	6% (6)	103
Atheist	12% (11)	14% (13)	35% (31)	10% (9)	24% (22)	4% (4)	90
Agnostic/Nothing in particular	15% (155)	15% (158)	31% (324)	10% (109)	17% (175)	13% (141)	1061
Religious Non-Protestant/Catholic	12% (17)	11% (15)	40% (55)	10% (14)	18% (25)	8% (10)	136
Evangelical	12% (75)	14% (90)	29% (182)	11% (68)	21% (130)	12% (77)	623
Non-Evangelical	11% (83)	13% (103)	32% (244)	15% (113)	21% (159)	9% (70)	772
Community: Urban	15% (86)	13% (75)	31% (178)	13% (73)	17% (96)	11% (60)	567
Community: Suburban	11% (118)	15% (153)	33% (346)	12% (121)	19% (194)	10% (102)	1035
Community: Rural	11% (65)	12% (75)	30% (179)	12% (72)	22% (130)	13% (77)	599

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Table CMT4_14: *Would the following make you more likely to go to the movie theaters more frequently?
Membership to a movie ticket subscription service*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	12% (269)	14% (302)	32% (703)	12% (266)	19% (420)	11% (239)	2200
Employ: Private Sector	16% (97)	14% (86)	35% (220)	14% (90)	14% (87)	7% (44)	623
Employ: Government	13% (18)	19% (26)	34% (47)	17% (24)	11% (15)	5% (7)	137
Employ: Self-Employed	16% (31)	14% (29)	32% (63)	9% (18)	17% (33)	12% (25)	198
Employ: Homemaker	10% (13)	16% (22)	31% (44)	9% (13)	21% (29)	14% (19)	140
Employ: Student	17% (22)	16% (21)	34% (45)	12% (16)	13% (17)	9% (11)	133
Employ: Retired	5% (22)	10% (46)	28% (133)	14% (67)	32% (153)	11% (53)	474
Employ: Unemployed	13% (33)	15% (40)	30% (78)	7% (19)	18% (48)	16% (41)	259
Employ: Other	14% (33)	14% (33)	31% (74)	8% (19)	16% (38)	16% (38)	235
Military HH: Yes	8% (27)	17% (61)	31% (113)	12% (42)	22% (81)	10% (37)	361
Military HH: No	13% (242)	13% (241)	32% (591)	12% (224)	18% (339)	11% (203)	1839
RD/WT: Right Direction	11% (99)	13% (111)	33% (287)	11% (100)	21% (179)	11% (96)	872
RD/WT: Wrong Track	13% (171)	14% (191)	31% (416)	13% (166)	18% (240)	11% (143)	1328
Trump Job Approve	12% (106)	13% (124)	33% (308)	11% (98)	22% (199)	10% (88)	924
Trump Job Disapprove	13% (151)	15% (166)	31% (357)	13% (154)	18% (202)	10% (109)	1138
Trump Job Strongly Approve	10% (50)	10% (51)	34% (173)	12% (62)	24% (119)	10% (49)	505
Trump Job Somewhat Approve	14% (57)	17% (73)	32% (135)	8% (35)	19% (80)	9% (39)	419
Trump Job Somewhat Disapprove	13% (37)	14% (40)	32% (89)	13% (36)	18% (51)	9% (26)	279
Trump Job Strongly Disapprove	13% (115)	15% (126)	31% (268)	14% (117)	18% (151)	10% (83)	860
Favorable of Trump	11% (99)	12% (110)	35% (308)	11% (97)	22% (192)	9% (81)	888
Unfavorable of Trump	13% (155)	15% (169)	31% (362)	13% (155)	19% (217)	8% (96)	1153
Very Favorable of Trump	12% (61)	10% (52)	33% (169)	13% (64)	22% (114)	10% (51)	512
Somewhat Favorable of Trump	10% (39)	15% (58)	37% (139)	9% (33)	21% (78)	8% (30)	376
Somewhat Unfavorable of Trump	10% (23)	16% (36)	33% (75)	12% (27)	20% (45)	10% (22)	228
Very Unfavorable of Trump	14% (132)	14% (133)	31% (287)	14% (128)	19% (172)	8% (74)	925

Continued on next page

Table CMT4_14: *Would the following make you more likely to go to the movie theaters more frequently?
 Membership to a movie ticket subscription service*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	12% (269)	14% (302)	32% (703)	12% (266)	19% (420)	11% (239)	2200
#1 Issue: Economy	17% (91)	15% (80)	34% (176)	8% (43)	16% (82)	10% (51)	522
#1 Issue: Security	9% (40)	12% (54)	33% (149)	14% (61)	23% (105)	9% (39)	448
#1 Issue: Health Care	13% (43)	15% (46)	30% (97)	15% (47)	17% (53)	10% (32)	318
#1 Issue: Medicare / Social Security	4% (11)	11% (32)	33% (97)	14% (41)	26% (76)	13% (39)	295
#1 Issue: Women's Issues	14% (27)	12% (22)	32% (62)	13% (24)	16% (31)	13% (25)	192
#1 Issue: Education	20% (31)	15% (24)	29% (46)	10% (15)	16% (25)	11% (17)	159
#1 Issue: Energy	14% (18)	18% (25)	31% (42)	16% (22)	15% (20)	7% (9)	136
#1 Issue: Other	6% (8)	15% (20)	27% (35)	9% (12)	21% (28)	21% (28)	130
2018 House Vote: Democrat	12% (95)	15% (116)	31% (244)	15% (114)	18% (143)	8% (65)	777
2018 House Vote: Republican	9% (63)	12% (83)	34% (230)	11% (76)	25% (171)	8% (58)	680
2018 House Vote: Someone else	11% (13)	9% (11)	35% (41)	11% (13)	14% (16)	19% (22)	115
2018 House Vote: Didnt Vote	16% (97)	15% (92)	30% (186)	10% (61)	14% (89)	15% (94)	619
2016 Vote: Hillary Clinton	12% (81)	14% (97)	30% (204)	17% (113)	19% (125)	8% (53)	673
2016 Vote: Donald Trump	9% (63)	13% (88)	34% (235)	11% (76)	24% (168)	8% (56)	686
2016 Vote: Someone else	11% (20)	13% (24)	35% (64)	9% (16)	18% (33)	13% (23)	180
2016 Vote: Didnt Vote	16% (104)	14% (92)	31% (201)	9% (60)	14% (92)	16% (107)	655
Voted in 2014: Yes	9% (128)	14% (185)	34% (454)	13% (179)	22% (291)	8% (114)	1351
Voted in 2014: No	17% (141)	14% (117)	29% (250)	10% (87)	15% (129)	15% (125)	849
2012 Vote: Barack Obama	12% (97)	15% (121)	30% (246)	16% (128)	18% (145)	9% (70)	808
2012 Vote: Mitt Romney	8% (42)	12% (61)	33% (165)	11% (55)	29% (145)	7% (38)	505
2012 Vote: Other	5% (6)	12% (13)	42% (46)	9% (10)	21% (23)	10% (12)	110
2012 Vote: Didn't Vote	16% (125)	14% (106)	32% (242)	9% (71)	14% (105)	16% (120)	769

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Table CMT4_14: *Would the following make you more likely to go to the movie theaters more frequently?
Membership to a movie ticket subscription service*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	12% (269)	14% (302)	32% (703)	12% (266)	19% (420)	11% (239)	2200
4-Region: Northeast	10% (38)	13% (50)	29% (115)	17% (67)	21% (84)	10% (40)	394
4-Region: Midwest	9% (41)	14% (66)	35% (162)	12% (55)	19% (87)	11% (51)	462
4-Region: South	15% (127)	15% (121)	30% (244)	10% (80)	20% (164)	11% (89)	824
4-Region: West	12% (63)	13% (66)	35% (183)	12% (64)	16% (85)	11% (59)	520
Frequent movie goers	27% (82)	19% (58)	28% (86)	10% (30)	8% (25)	9% (27)	307
Occasional movie goers	15% (129)	15% (135)	36% (323)	11% (102)	14% (128)	8% (71)	889
Infrequent movie goers	6% (58)	11% (109)	29% (294)	13% (134)	27% (267)	14% (141)	1003

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

Table CMT4_15: Would the following make you more likely to go to the movie theaters more frequently?
 Movie theater rewards programs

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	18% (394)	23% (509)	26% (580)	9% (192)	14% (314)	10% (210)	2200
Gender: Male	18% (187)	23% (243)	27% (281)	9% (92)	14% (151)	10% (108)	1062
Gender: Female	18% (207)	23% (266)	26% (299)	9% (100)	14% (163)	9% (103)	1138
Age: 18-29	25% (128)	21% (104)	29% (145)	7% (34)	6% (32)	12% (61)	503
Age: 30-44	25% (127)	26% (133)	25% (128)	7% (35)	10% (50)	7% (37)	510
Age: 45-54	16% (65)	25% (102)	28% (112)	10% (40)	11% (46)	10% (39)	404
Age: 55-64	12% (43)	23% (79)	24% (82)	8% (28)	24% (82)	10% (35)	347
Age: 65+	7% (31)	21% (92)	26% (114)	13% (55)	24% (105)	9% (39)	436
Generation Z: 18-22	26% (66)	17% (43)	32% (84)	5% (13)	7% (18)	14% (36)	260
Millennial: Age 23-38	25% (142)	26% (149)	25% (142)	8% (46)	7% (42)	9% (49)	569
Generation X: Age 39-54	19% (112)	25% (147)	27% (159)	9% (50)	12% (68)	9% (53)	588
Boomers: Age 55-73	10% (73)	23% (161)	25% (177)	10% (67)	23% (164)	9% (60)	703
PID: Dem (no lean)	20% (161)	24% (192)	25% (203)	9% (70)	15% (120)	7% (56)	801
PID: Ind (no lean)	15% (110)	21% (156)	29% (213)	10% (71)	11% (79)	14% (99)	728
PID: Rep (no lean)	18% (123)	24% (162)	24% (164)	8% (52)	17% (115)	8% (55)	671
PID/Gender: Dem Men	22% (78)	22% (78)	25% (87)	8% (28)	15% (54)	8% (27)	352
PID/Gender: Dem Women	18% (82)	25% (114)	26% (117)	9% (41)	15% (66)	7% (29)	449
PID/Gender: Ind Men	13% (48)	23% (84)	28% (103)	10% (38)	13% (50)	13% (50)	372
PID/Gender: Ind Women	18% (63)	20% (72)	31% (109)	9% (33)	8% (29)	14% (49)	355
PID/Gender: Rep Men	18% (61)	24% (81)	27% (91)	8% (26)	14% (47)	9% (31)	338
PID/Gender: Rep Women	19% (62)	24% (81)	22% (73)	8% (26)	20% (68)	7% (24)	334

Continued on next page

Table CMT4_15: Would the following make you more likely to go to the movie theaters more frequently?
Movie theater rewards programs

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	18% (394)	23% (509)	26% (580)	9% (192)	14% (314)	10% (210)	2200
Ideo: Liberal (1-3)	20% (143)	25% (179)	25% (173)	10% (70)	12% (83)	8% (53)	701
Ideo: Moderate (4)	16% (78)	21% (105)	32% (157)	8% (40)	14% (70)	8% (38)	489
Ideo: Conservative (5-7)	15% (113)	24% (175)	26% (187)	9% (67)	18% (133)	7% (54)	729
Educ: < College	19% (289)	22% (335)	26% (396)	8% (123)	13% (204)	11% (165)	1512
Educ: Bachelors degree	17% (76)	26% (117)	25% (109)	10% (45)	15% (67)	7% (30)	444
Educ: Post-grad	12% (29)	24% (57)	31% (75)	10% (24)	18% (43)	6% (15)	244
Income: Under 50k	19% (249)	20% (263)	25% (331)	9% (122)	14% (186)	12% (158)	1310
Income: 50k-100k	15% (90)	28% (166)	28% (165)	7% (44)	15% (86)	6% (38)	589
Income: 100k+	18% (54)	27% (81)	28% (84)	9% (27)	14% (42)	5% (14)	301
Ethnicity: White	15% (266)	24% (408)	27% (473)	9% (161)	16% (271)	8% (143)	1722
Ethnicity: Hispanic	32% (111)	21% (75)	23% (82)	5% (17)	8% (29)	10% (35)	349
Ethnicity: Afr. Am.	25% (70)	20% (55)	24% (67)	7% (20)	8% (21)	15% (42)	274
Ethnicity: Other	28% (57)	23% (46)	20% (41)	5% (11)	11% (22)	13% (26)	204
All Christian	17% (160)	24% (224)	26% (245)	10% (92)	17% (159)	7% (66)	946
All Non-Christian	14% (15)	23% (24)	29% (30)	9% (9)	14% (14)	11% (11)	103
Atheist	13% (12)	24% (21)	25% (23)	11% (10)	23% (20)	4% (4)	90
Agnostic/Nothing in particular	19% (207)	23% (240)	27% (283)	8% (81)	11% (121)	12% (130)	1061
Religious Non-Protestant/Catholic	14% (19)	26% (35)	31% (42)	7% (9)	12% (16)	10% (14)	136
Evangelical	19% (118)	22% (139)	23% (141)	9% (54)	16% (101)	11% (70)	623
Non-Evangelical	18% (136)	24% (183)	26% (202)	10% (77)	16% (120)	7% (54)	772
Community: Urban	20% (111)	20% (114)	28% (159)	8% (43)	14% (82)	10% (57)	567
Community: Suburban	17% (180)	25% (258)	26% (269)	9% (94)	14% (148)	8% (87)	1035
Community: Rural	17% (102)	23% (138)	25% (152)	9% (55)	14% (85)	11% (67)	599

Continued on next page

Table CMT4_15: Would the following make you more likely to go to the movie theaters more frequently?
 Movie theater rewards programs

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	18% (394)	23% (509)	26% (580)	9% (192)	14% (314)	10% (210)	2200
Employ: Private Sector	20% (122)	27% (168)	27% (167)	10% (63)	11% (66)	6% (37)	623
Employ: Government	17% (23)	31% (42)	32% (44)	6% (9)	11% (15)	3% (4)	137
Employ: Self-Employed	17% (34)	23% (46)	25% (50)	8% (16)	13% (26)	13% (25)	198
Employ: Homemaker	22% (31)	23% (32)	29% (41)	3% (4)	11% (15)	12% (17)	140
Employ: Student	27% (36)	17% (23)	30% (39)	9% (12)	6% (7)	12% (16)	133
Employ: Retired	10% (45)	17% (82)	27% (129)	11% (54)	26% (122)	9% (42)	474
Employ: Unemployed	18% (47)	28% (73)	19% (49)	5% (12)	15% (40)	15% (38)	259
Employ: Other	24% (56)	18% (42)	26% (60)	10% (23)	10% (23)	13% (32)	235
Military HH: Yes	9% (31)	25% (90)	30% (109)	10% (38)	17% (60)	9% (34)	361
Military HH: No	20% (363)	23% (420)	26% (471)	8% (154)	14% (254)	10% (176)	1839
RD/WT: Right Direction	19% (165)	23% (197)	26% (228)	8% (73)	14% (125)	10% (85)	872
RD/WT: Wrong Track	17% (229)	24% (313)	27% (352)	9% (119)	14% (190)	9% (125)	1328
Trump Job Approve	18% (169)	26% (239)	25% (228)	9% (79)	15% (136)	8% (73)	924
Trump Job Disapprove	18% (205)	22% (251)	28% (317)	9% (103)	15% (166)	8% (96)	1138
Trump Job Strongly Approve	17% (88)	24% (119)	24% (123)	9% (43)	17% (87)	9% (44)	505
Trump Job Somewhat Approve	19% (81)	29% (120)	25% (105)	8% (35)	12% (49)	7% (29)	419
Trump Job Somewhat Disapprove	16% (45)	24% (68)	26% (73)	10% (28)	15% (42)	8% (22)	279
Trump Job Strongly Disapprove	19% (159)	21% (183)	28% (244)	9% (75)	14% (124)	9% (74)	860
Favorable of Trump	18% (163)	25% (219)	26% (227)	8% (72)	16% (138)	8% (70)	888
Unfavorable of Trump	18% (209)	23% (266)	28% (320)	10% (111)	14% (164)	7% (83)	1153
Very Favorable of Trump	19% (95)	23% (116)	25% (127)	8% (42)	17% (85)	9% (47)	512
Somewhat Favorable of Trump	18% (67)	27% (103)	27% (100)	8% (29)	14% (54)	6% (22)	376
Somewhat Unfavorable of Trump	14% (31)	26% (59)	29% (66)	12% (28)	12% (26)	8% (17)	228
Very Unfavorable of Trump	19% (178)	22% (206)	28% (254)	9% (83)	15% (137)	7% (65)	925

Continued on next page

Table CMT4_15: Would the following make you more likely to go to the movie theaters more frequently?
Movie theater rewards programs

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	18% (394)	23% (509)	26% (580)	9% (192)	14% (314)	10% (210)	2200
#1 Issue: Economy	21% (111)	27% (141)	23% (121)	8% (43)	12% (62)	8% (43)	522
#1 Issue: Security	13% (57)	27% (122)	27% (122)	8% (37)	18% (82)	6% (28)	448
#1 Issue: Health Care	20% (63)	22% (71)	25% (78)	13% (41)	12% (37)	9% (28)	318
#1 Issue: Medicare / Social Security	13% (38)	21% (61)	24% (71)	9% (28)	22% (66)	11% (32)	295
#1 Issue: Women's Issues	20% (38)	19% (36)	35% (66)	7% (14)	8% (16)	11% (21)	192
#1 Issue: Education	30% (48)	16% (26)	29% (46)	7% (12)	6% (10)	11% (17)	159
#1 Issue: Energy	18% (24)	23% (32)	30% (41)	6% (8)	16% (21)	8% (11)	136
#1 Issue: Other	11% (14)	15% (20)	27% (35)	8% (10)	16% (21)	23% (30)	130
2018 House Vote: Democrat	17% (134)	25% (197)	28% (215)	9% (67)	14% (111)	7% (53)	777
2018 House Vote: Republican	15% (102)	25% (168)	25% (173)	10% (65)	18% (126)	7% (47)	680
2018 House Vote: Someone else	15% (18)	19% (21)	24% (28)	11% (13)	12% (13)	19% (21)	115
2018 House Vote: Didn't Vote	22% (137)	20% (121)	26% (164)	7% (46)	10% (64)	14% (88)	619
2016 Vote: Hillary Clinton	19% (131)	24% (158)	25% (167)	10% (70)	16% (105)	6% (42)	673
2016 Vote: Donald Trump	15% (103)	25% (169)	27% (185)	8% (57)	18% (125)	7% (48)	686
2016 Vote: Someone else	13% (23)	27% (48)	29% (51)	9% (15)	12% (21)	11% (20)	180
2016 Vote: Didn't Vote	21% (136)	20% (133)	27% (176)	7% (47)	9% (62)	15% (101)	655
Voted in 2014: Yes	16% (220)	24% (322)	27% (359)	10% (128)	17% (225)	7% (97)	1351
Voted in 2014: No	20% (173)	22% (188)	26% (221)	7% (64)	11% (89)	13% (114)	849
2012 Vote: Barack Obama	18% (149)	23% (188)	25% (202)	11% (85)	15% (123)	7% (59)	808
2012 Vote: Mitt Romney	14% (69)	26% (131)	26% (133)	9% (45)	19% (97)	6% (31)	505
2012 Vote: Other	8% (9)	19% (21)	38% (42)	7% (8)	19% (20)	9% (9)	110
2012 Vote: Didn't Vote	22% (166)	22% (168)	26% (200)	7% (52)	9% (72)	14% (111)	769

Continued on next page

Table CMT4_15: *Would the following make you more likely to go to the movie theaters more frequently?**Movie theater rewards programs*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	18% (394)	23% (509)	26% (580)	9% (192)	14% (314)	10% (210)	2200
4-Region: Northeast	16% (63)	20% (80)	28% (110)	11% (44)	18% (73)	6% (24)	394
4-Region: Midwest	16% (73)	22% (100)	31% (142)	10% (45)	13% (58)	10% (44)	462
4-Region: South	20% (166)	23% (187)	24% (195)	8% (64)	15% (121)	11% (90)	824
4-Region: West	18% (91)	27% (142)	26% (133)	8% (39)	12% (62)	10% (52)	520
Frequent movie goers	37% (112)	25% (76)	21% (63)	5% (15)	5% (15)	8% (26)	307
Occasional movie goers	21% (190)	28% (246)	28% (248)	7% (61)	10% (85)	7% (59)	889
Infrequent movie goers	9% (92)	19% (187)	27% (269)	12% (116)	21% (214)	13% (126)	1003

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

Table CMT4_16: *Would the following make you more likely to go to the movie theaters more frequently?*
Movie theaters showing re-releases of movies

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (313)	21% (462)	30% (665)	10% (222)	15% (328)	10% (211)	2200
Gender: Male	15% (160)	22% (238)	32% (341)	8% (88)	13% (136)	9% (100)	1062
Gender: Female	13% (153)	20% (224)	28% (323)	12% (134)	17% (192)	10% (111)	1138
Age: 18-29	24% (120)	22% (110)	27% (135)	9% (47)	8% (38)	10% (52)	503
Age: 30-44	18% (92)	25% (127)	30% (155)	7% (38)	12% (60)	7% (37)	510
Age: 45-54	12% (47)	22% (90)	32% (129)	10% (41)	13% (54)	11% (42)	404
Age: 55-64	8% (29)	19% (65)	29% (100)	14% (49)	20% (70)	10% (34)	347
Age: 65+	6% (24)	16% (69)	33% (145)	11% (47)	24% (105)	10% (45)	436
Generation Z: 18-22	27% (69)	23% (59)	22% (58)	9% (23)	7% (19)	12% (32)	260
Millennial: Age 23-38	20% (114)	25% (141)	29% (163)	9% (54)	9% (50)	8% (47)	569
Generation X: Age 39-54	13% (77)	22% (127)	34% (199)	8% (49)	14% (83)	9% (53)	588
Boomers: Age 55-73	8% (53)	18% (125)	31% (217)	12% (88)	22% (154)	9% (65)	703
PID: Dem (no lean)	17% (135)	23% (181)	29% (232)	10% (82)	14% (116)	7% (56)	801
PID: Ind (no lean)	13% (98)	19% (142)	30% (220)	10% (72)	12% (88)	15% (108)	728
PID: Rep (no lean)	12% (80)	21% (139)	32% (213)	10% (67)	18% (124)	7% (48)	671
PID/Gender: Dem Men	20% (72)	25% (87)	28% (99)	9% (30)	11% (40)	7% (24)	352
PID/Gender: Dem Women	14% (63)	21% (94)	30% (133)	12% (52)	17% (76)	7% (31)	449
PID/Gender: Ind Men	11% (42)	20% (74)	33% (122)	10% (36)	12% (46)	14% (54)	372
PID/Gender: Ind Women	16% (56)	19% (68)	28% (98)	10% (36)	12% (42)	15% (54)	355
PID/Gender: Rep Men	14% (46)	23% (77)	36% (121)	7% (22)	15% (50)	7% (22)	338
PID/Gender: Rep Women	10% (34)	19% (63)	28% (92)	14% (45)	22% (74)	8% (26)	334

Continued on next page

Table CMT4_16: *Would the following make you more likely to go to the movie theaters more frequently?*
Movie theaters showing re-releases of movies

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (313)	21% (462)	30% (665)	10% (222)	15% (328)	10% (211)	2200
Ideo: Liberal (1-3)	17% (116)	26% (181)	29% (203)	10% (71)	12% (85)	6% (44)	701
Ideo: Moderate (4)	13% (63)	19% (94)	34% (166)	9% (43)	16% (80)	9% (43)	489
Ideo: Conservative (5-7)	12% (87)	20% (145)	32% (231)	11% (78)	18% (129)	8% (60)	729
Educ: < College	15% (223)	18% (279)	30% (449)	10% (154)	16% (240)	11% (168)	1512
Educ: Bachelors degree	15% (68)	25% (111)	31% (140)	10% (44)	12% (52)	7% (29)	444
Educ: Post-grad	9% (22)	30% (73)	31% (76)	9% (23)	15% (36)	6% (14)	244
Income: Under 50k	16% (209)	17% (228)	29% (382)	11% (140)	15% (200)	12% (151)	1310
Income: 50k-100k	12% (69)	23% (137)	32% (187)	10% (56)	16% (96)	7% (43)	589
Income: 100k+	11% (34)	32% (97)	31% (95)	8% (25)	11% (32)	6% (18)	301
Ethnicity: White	13% (218)	21% (359)	31% (538)	10% (173)	16% (280)	9% (153)	1722
Ethnicity: Hispanic	25% (86)	20% (70)	30% (107)	8% (30)	7% (25)	9% (32)	349
Ethnicity: Afr. Am.	23% (62)	19% (53)	25% (68)	11% (31)	8% (23)	13% (37)	274
Ethnicity: Other	16% (32)	24% (50)	29% (59)	9% (17)	12% (25)	10% (21)	204
All Christian	13% (124)	21% (194)	31% (294)	11% (100)	17% (159)	8% (75)	946
All Non-Christian	15% (15)	18% (19)	35% (35)	9% (9)	14% (14)	9% (10)	103
Atheist	24% (21)	27% (24)	24% (22)	5% (4)	19% (17)	2% (2)	90
Agnostic/Nothing in particular	14% (152)	21% (225)	30% (313)	10% (108)	13% (138)	12% (124)	1061
Religious Non-Protestant/Catholic	12% (16)	24% (33)	36% (49)	8% (11)	12% (17)	8% (10)	136
Evangelical	14% (88)	20% (122)	28% (172)	10% (64)	18% (112)	10% (65)	623
Non-Evangelical	14% (109)	19% (146)	32% (244)	11% (86)	16% (120)	9% (67)	772
Community: Urban	16% (90)	23% (131)	30% (169)	9% (51)	12% (68)	10% (58)	567
Community: Suburban	15% (151)	22% (229)	31% (322)	10% (101)	13% (139)	9% (93)	1035
Community: Rural	12% (72)	17% (102)	29% (174)	12% (70)	20% (121)	10% (60)	599

Continued on next page

Table CMT4_16: *Would the following make you more likely to go to the movie theaters more frequently?*
Movie theaters showing re-releases of movies

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (313)	21% (462)	30% (665)	10% (222)	15% (328)	10% (211)	2200
Employ: Private Sector	15% (94)	26% (161)	33% (205)	11% (69)	10% (62)	5% (32)	623
Employ: Government	18% (24)	24% (33)	35% (48)	9% (13)	8% (12)	6% (8)	137
Employ: Self-Employed	12% (24)	26% (52)	28% (55)	11% (22)	12% (24)	10% (20)	198
Employ: Homemaker	15% (22)	19% (26)	32% (46)	5% (8)	15% (21)	13% (19)	140
Employ: Student	32% (42)	20% (26)	25% (33)	8% (10)	9% (12)	8% (10)	133
Employ: Retired	6% (27)	16% (74)	31% (145)	11% (53)	26% (124)	11% (50)	474
Employ: Unemployed	16% (40)	21% (54)	28% (73)	9% (23)	15% (38)	12% (31)	259
Employ: Other	17% (39)	15% (35)	26% (61)	11% (25)	15% (35)	17% (41)	235
Military HH: Yes	9% (31)	21% (75)	33% (119)	10% (34)	20% (73)	8% (29)	361
Military HH: No	15% (282)	21% (387)	30% (546)	10% (187)	14% (255)	10% (182)	1839
RD/WT: Right Direction	14% (126)	20% (170)	31% (266)	10% (86)	16% (136)	10% (88)	872
RD/WT: Wrong Track	14% (187)	22% (292)	30% (398)	10% (136)	14% (192)	9% (123)	1328
Trump Job Approve	13% (120)	22% (200)	30% (279)	10% (91)	16% (148)	9% (85)	924
Trump Job Disapprove	16% (178)	21% (240)	31% (355)	10% (113)	15% (166)	7% (85)	1138
Trump Job Strongly Approve	12% (62)	17% (85)	31% (156)	11% (57)	19% (96)	10% (49)	505
Trump Job Somewhat Approve	14% (58)	28% (116)	29% (123)	8% (34)	13% (52)	8% (36)	419
Trump Job Somewhat Disapprove	16% (45)	16% (44)	34% (96)	8% (21)	19% (52)	8% (21)	279
Trump Job Strongly Disapprove	16% (133)	23% (197)	30% (259)	11% (92)	13% (115)	7% (64)	860
Favorable of Trump	13% (111)	20% (179)	32% (285)	10% (87)	17% (153)	8% (73)	888
Unfavorable of Trump	16% (179)	23% (262)	31% (354)	10% (118)	14% (164)	7% (77)	1153
Very Favorable of Trump	13% (67)	16% (83)	33% (167)	11% (54)	18% (92)	10% (50)	512
Somewhat Favorable of Trump	12% (44)	26% (96)	31% (118)	9% (33)	16% (61)	6% (23)	376
Somewhat Unfavorable of Trump	13% (30)	21% (47)	34% (78)	7% (16)	17% (38)	9% (19)	228
Very Unfavorable of Trump	16% (149)	23% (215)	30% (276)	11% (102)	14% (126)	6% (57)	925

Continued on next page

Table CMT4_16: *Would the following make you more likely to go to the movie theaters more frequently?
 Movie theaters showing re-releases of movies*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (313)	21% (462)	30% (665)	10% (222)	15% (328)	10% (211)	2200
#1 Issue: Economy	16% (83)	21% (112)	34% (175)	9% (48)	12% (65)	7% (39)	522
#1 Issue: Security	11% (48)	20% (90)	32% (144)	8% (37)	19% (87)	9% (42)	448
#1 Issue: Health Care	16% (50)	19% (60)	31% (99)	11% (35)	14% (45)	9% (29)	318
#1 Issue: Medicare / Social Security	7% (21)	16% (47)	31% (90)	15% (45)	19% (57)	12% (36)	295
#1 Issue: Women's Issues	21% (40)	25% (48)	26% (50)	10% (20)	9% (17)	9% (17)	192
#1 Issue: Education	24% (38)	22% (35)	24% (38)	6% (9)	16% (26)	8% (13)	159
#1 Issue: Energy	14% (19)	31% (42)	28% (38)	12% (17)	9% (13)	6% (8)	136
#1 Issue: Other	11% (14)	21% (28)	24% (31)	9% (11)	14% (18)	22% (28)	130
2018 House Vote: Democrat	14% (109)	25% (195)	31% (243)	9% (71)	14% (108)	6% (50)	777
2018 House Vote: Republican	12% (80)	20% (133)	31% (213)	10% (69)	20% (136)	7% (50)	680
2018 House Vote: Someone else	14% (16)	16% (18)	29% (33)	14% (17)	7% (8)	20% (22)	115
2018 House Vote: Didnt Vote	17% (106)	18% (112)	28% (175)	10% (65)	12% (74)	14% (86)	619
2016 Vote: Hillary Clinton	15% (100)	23% (153)	33% (221)	10% (65)	14% (95)	6% (39)	673
2016 Vote: Donald Trump	11% (79)	20% (137)	31% (212)	11% (75)	20% (134)	7% (49)	686
2016 Vote: Someone else	15% (26)	30% (54)	24% (44)	8% (14)	12% (22)	11% (20)	180
2016 Vote: Didnt Vote	16% (107)	18% (116)	29% (187)	10% (66)	12% (75)	16% (103)	655
Voted in 2014: Yes	12% (166)	23% (305)	32% (431)	10% (130)	17% (226)	7% (94)	1351
Voted in 2014: No	17% (147)	19% (158)	28% (234)	11% (92)	12% (102)	14% (117)	849
2012 Vote: Barack Obama	14% (110)	23% (183)	31% (253)	11% (87)	14% (112)	8% (62)	808
2012 Vote: Mitt Romney	11% (54)	22% (110)	30% (150)	9% (47)	21% (107)	7% (37)	505
2012 Vote: Other	9% (10)	27% (30)	37% (41)	8% (9)	11% (13)	7% (8)	110
2012 Vote: Didn't Vote	18% (138)	18% (138)	28% (217)	10% (77)	12% (94)	14% (105)	769

Continued on next page

Table CMT4_16: *Would the following make you more likely to go to the movie theaters more frequently?*
Movie theaters showing re-releases of movies

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	14% (313)	21% (462)	30% (665)	10% (222)	15% (328)	10% (211)	2200
4-Region: Northeast	12% (45)	17% (65)	33% (131)	13% (52)	17% (67)	8% (32)	394
4-Region: Midwest	12% (57)	22% (100)	31% (145)	10% (47)	15% (71)	9% (42)	462
4-Region: South	16% (134)	19% (160)	27% (225)	10% (81)	16% (132)	11% (91)	824
4-Region: West	15% (76)	26% (136)	32% (164)	8% (41)	11% (57)	9% (45)	520
Frequent movie goers	28% (87)	23% (71)	28% (85)	6% (19)	7% (21)	8% (24)	307
Occasional movie goers	16% (139)	29% (255)	32% (284)	8% (75)	9% (80)	6% (57)	889
Infrequent movie goers	9% (87)	14% (136)	29% (296)	13% (127)	23% (227)	13% (131)	1003

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

Table CMT4_17: Would the following make you more likely to go to the movie theaters more frequently?
 Movie theaters showing recordings of live events including opera, ballet or theater

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	9% (203)	12% (268)	29% (638)	14% (316)	25% (543)	11% (232)	2200
Gender: Male	9% (98)	13% (142)	29% (307)	14% (147)	24% (254)	11% (114)	1062
Gender: Female	9% (105)	11% (126)	29% (331)	15% (169)	25% (289)	10% (118)	1138
Age: 18-29	15% (76)	16% (78)	29% (148)	12% (58)	16% (78)	13% (65)	503
Age: 30-44	12% (59)	12% (62)	34% (174)	15% (75)	20% (104)	7% (36)	510
Age: 45-54	9% (35)	12% (50)	26% (107)	16% (64)	27% (111)	9% (37)	404
Age: 55-64	5% (16)	9% (31)	30% (103)	14% (49)	30% (104)	13% (44)	347
Age: 65+	4% (17)	11% (47)	24% (107)	16% (71)	33% (145)	11% (50)	436
Generation Z: 18-22	17% (44)	13% (34)	29% (74)	11% (29)	16% (42)	14% (36)	260
Millennial: Age 23-38	13% (72)	16% (91)	31% (175)	14% (81)	17% (98)	9% (52)	569
Generation X: Age 39-54	9% (54)	11% (66)	30% (179)	15% (87)	26% (153)	8% (49)	588
Boomers: Age 55-73	4% (31)	10% (71)	27% (189)	15% (104)	32% (228)	11% (79)	703
PID: Dem (no lean)	12% (98)	13% (101)	27% (219)	16% (126)	25% (198)	7% (59)	801
PID: Ind (no lean)	9% (62)	11% (78)	31% (229)	12% (90)	22% (157)	15% (112)	728
PID: Rep (no lean)	6% (43)	13% (89)	28% (190)	15% (101)	28% (188)	9% (60)	671
PID/Gender: Dem Men	13% (45)	13% (46)	27% (95)	16% (57)	23% (80)	8% (28)	352
PID/Gender: Dem Women	12% (54)	12% (55)	28% (124)	15% (68)	26% (118)	7% (31)	449
PID/Gender: Ind Men	7% (28)	12% (45)	31% (114)	12% (45)	23% (84)	15% (56)	372
PID/Gender: Ind Women	10% (35)	9% (33)	32% (114)	13% (45)	21% (73)	16% (56)	355
PID/Gender: Rep Men	8% (26)	15% (51)	29% (97)	13% (44)	26% (89)	9% (30)	338
PID/Gender: Rep Women	5% (17)	11% (38)	28% (93)	17% (56)	30% (99)	9% (31)	334

Continued on next page

Table CMT4_17: Would the following make you more likely to go to the movie theaters more frequently?
Movie theaters showing recordings of live events including opera, ballet or theater

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	9% (203)	12% (268)	29% (638)	14% (316)	25% (543)	11% (232)	2200
Ideo: Liberal (1-3)	14% (95)	16% (114)	27% (191)	15% (107)	20% (144)	7% (50)	701
Ideo: Moderate (4)	7% (34)	12% (57)	33% (161)	14% (68)	26% (128)	9% (42)	489
Ideo: Conservative (5-7)	7% (48)	12% (85)	28% (205)	15% (112)	29% (209)	10% (70)	729
Educ: < College	9% (139)	11% (163)	28% (431)	13% (202)	26% (395)	12% (182)	1512
Educ: Bachelors degree	9% (40)	14% (61)	32% (140)	18% (81)	19% (84)	8% (37)	444
Educ: Post-grad	10% (24)	18% (44)	27% (67)	14% (33)	26% (64)	5% (13)	244
Income: Under 50k	10% (126)	10% (134)	29% (375)	14% (177)	25% (327)	13% (171)	1310
Income: 50k-100k	10% (59)	14% (82)	29% (171)	14% (84)	26% (152)	7% (40)	589
Income: 100k+	6% (18)	17% (52)	30% (92)	18% (54)	21% (64)	7% (21)	301
Ethnicity: White	8% (139)	12% (204)	29% (503)	14% (247)	27% (458)	10% (170)	1722
Ethnicity: Hispanic	16% (56)	9% (30)	33% (117)	14% (49)	17% (59)	11% (38)	349
Ethnicity: Afr. Am.	14% (38)	15% (41)	26% (71)	15% (41)	16% (44)	14% (39)	274
Ethnicity: Other	13% (26)	11% (23)	31% (63)	14% (28)	20% (41)	11% (23)	204
All Christian	9% (87)	11% (103)	28% (261)	16% (153)	27% (256)	9% (87)	946
All Non-Christian	14% (14)	16% (16)	28% (29)	14% (14)	21% (21)	8% (8)	103
Atheist	5% (5)	16% (14)	27% (24)	11% (10)	38% (34)	3% (3)	90
Agnostic/Nothing in particular	9% (98)	13% (135)	31% (324)	13% (139)	22% (232)	13% (133)	1061
Religious Non-Protestant/Catholic	13% (18)	17% (22)	29% (40)	17% (23)	18% (24)	7% (9)	136
Evangelical	11% (67)	10% (65)	27% (170)	13% (78)	27% (168)	12% (75)	623
Non-Evangelical	8% (64)	10% (74)	29% (221)	17% (131)	27% (208)	10% (74)	772
Community: Urban	10% (55)	12% (68)	31% (177)	15% (84)	22% (124)	10% (59)	567
Community: Suburban	10% (107)	14% (142)	28% (291)	13% (137)	25% (256)	10% (102)	1035
Community: Rural	7% (41)	10% (58)	28% (169)	16% (96)	27% (163)	12% (71)	599

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Table CMT4_17: Would the following make you more likely to go to the movie theaters more frequently?
Movie theaters showing recordings of live events including opera, ballet or theater

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	9% (203)	12% (268)	29% (638)	14% (316)	25% (543)	11% (232)	2200
Employ: Private Sector	11% (68)	15% (93)	29% (183)	17% (103)	22% (136)	6% (40)	623
Employ: Government	10% (13)	17% (23)	32% (44)	14% (20)	22% (30)	5% (7)	137
Employ: Self-Employed	10% (19)	11% (22)	34% (68)	12% (24)	20% (39)	13% (25)	198
Employ: Homemaker	9% (13)	10% (14)	34% (47)	14% (20)	20% (28)	14% (19)	140
Employ: Student	18% (25)	16% (22)	28% (38)	11% (14)	17% (22)	9% (13)	133
Employ: Retired	4% (19)	10% (46)	26% (122)	15% (69)	35% (167)	11% (52)	474
Employ: Unemployed	10% (26)	9% (23)	28% (73)	12% (32)	26% (66)	15% (38)	259
Employ: Other	8% (20)	11% (25)	27% (63)	14% (34)	23% (55)	16% (39)	235
Military HH: Yes	6% (22)	12% (43)	26% (94)	17% (61)	30% (108)	9% (33)	361
Military HH: No	10% (181)	12% (226)	30% (543)	14% (256)	24% (435)	11% (198)	1839
RD/WT: Right Direction	9% (77)	12% (102)	28% (247)	14% (126)	25% (221)	11% (100)	872
RD/WT: Wrong Track	9% (126)	13% (166)	29% (391)	14% (190)	24% (322)	10% (132)	1328
Trump Job Approve	8% (73)	12% (112)	29% (268)	15% (138)	26% (237)	10% (95)	924
Trump Job Disapprove	11% (122)	13% (145)	29% (325)	15% (168)	25% (286)	8% (93)	1138
Trump Job Strongly Approve	7% (38)	10% (50)	27% (139)	15% (78)	28% (141)	12% (60)	505
Trump Job Somewhat Approve	9% (36)	15% (62)	31% (129)	14% (60)	23% (96)	8% (35)	419
Trump Job Somewhat Disapprove	8% (24)	10% (28)	28% (77)	15% (42)	32% (90)	6% (18)	279
Trump Job Strongly Disapprove	11% (98)	14% (116)	29% (248)	15% (126)	23% (196)	9% (75)	860
Favorable of Trump	7% (65)	12% (105)	31% (272)	14% (121)	27% (237)	10% (87)	888
Unfavorable of Trump	11% (123)	12% (144)	29% (334)	16% (179)	25% (287)	7% (86)	1153
Very Favorable of Trump	8% (42)	10% (50)	27% (141)	14% (74)	28% (143)	12% (62)	512
Somewhat Favorable of Trump	6% (23)	15% (55)	35% (131)	13% (47)	25% (94)	7% (25)	376
Somewhat Unfavorable of Trump	6% (15)	8% (18)	30% (69)	17% (39)	27% (63)	11% (24)	228
Very Unfavorable of Trump	12% (108)	14% (126)	29% (264)	15% (140)	24% (225)	7% (62)	925

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Table CMT4_17: Would the following make you more likely to go to the movie theaters more frequently?
Movie theaters showing recordings of live events including opera, ballet or theater

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	9% (203)	12% (268)	29% (638)	14% (316)	25% (543)	11% (232)	2200
#1 Issue: Economy	9% (46)	12% (64)	30% (158)	16% (82)	24% (127)	9% (44)	522
#1 Issue: Security	8% (36)	9% (39)	27% (122)	18% (79)	28% (126)	11% (47)	448
#1 Issue: Health Care	13% (40)	11% (34)	27% (84)	14% (46)	25% (80)	11% (34)	318
#1 Issue: Medicare / Social Security	3% (9)	13% (37)	28% (84)	14% (41)	29% (85)	13% (39)	295
#1 Issue: Women's Issues	14% (26)	15% (28)	33% (63)	14% (26)	15% (29)	10% (19)	192
#1 Issue: Education	16% (25)	16% (26)	30% (47)	7% (11)	23% (37)	8% (12)	159
#1 Issue: Energy	11% (15)	17% (23)	32% (43)	14% (20)	19% (26)	7% (10)	136
#1 Issue: Other	4% (5)	14% (18)	28% (37)	9% (11)	26% (33)	20% (27)	130
2018 House Vote: Democrat	11% (88)	13% (100)	29% (228)	15% (114)	25% (192)	7% (54)	777
2018 House Vote: Republican	6% (44)	13% (88)	27% (183)	14% (92)	31% (210)	9% (64)	680
2018 House Vote: Someone else	7% (8)	17% (19)	26% (29)	18% (20)	14% (17)	19% (22)	115
2018 House Vote: Didnt Vote	10% (62)	10% (59)	31% (195)	14% (88)	20% (124)	15% (90)	619
2016 Vote: Hillary Clinton	11% (72)	13% (88)	29% (192)	16% (107)	25% (166)	7% (47)	673
2016 Vote: Donald Trump	7% (50)	12% (83)	28% (190)	14% (95)	30% (204)	9% (63)	686
2016 Vote: Someone else	8% (14)	21% (37)	26% (46)	15% (26)	21% (38)	10% (19)	180
2016 Vote: Didnt Vote	10% (66)	9% (59)	32% (207)	13% (85)	20% (134)	16% (103)	655
Voted in 2014: Yes	8% (104)	14% (186)	28% (382)	15% (201)	27% (363)	8% (113)	1351
Voted in 2014: No	12% (99)	10% (82)	30% (255)	14% (115)	21% (180)	14% (118)	849
2012 Vote: Barack Obama	9% (77)	14% (117)	27% (222)	16% (132)	24% (196)	8% (64)	808
2012 Vote: Mitt Romney	6% (32)	13% (64)	28% (142)	12% (62)	32% (160)	9% (45)	505
2012 Vote: Other	5% (6)	15% (16)	28% (31)	14% (16)	27% (30)	10% (11)	110
2012 Vote: Didn't Vote	11% (88)	9% (71)	31% (241)	14% (104)	20% (154)	15% (112)	769

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Table CMT4_17: *Would the following make you more likely to go to the movie theaters more frequently?
Movie theaters showing recordings of live events including opera, ballet or theater*

Demographic	Yes, this definitely would make me go to movie theaters more frequently	Yes, this probably would make me go to movie theaters more frequently	This wouldn't make a difference either way	No, this probably wouldn't make me go to movie theaters more frequently	No, this definitely wouldn't make me go to movie theaters more frequently	Don't know / No opinion	Total N
Adults	9% (203)	12% (268)	29% (638)	14% (316)	25% (543)	11% (232)	2200
4-Region: Northeast	8% (33)	16% (63)	24% (96)	12% (47)	29% (115)	10% (40)	394
4-Region: Midwest	9% (40)	11% (51)	30% (140)	17% (80)	21% (97)	12% (54)	462
4-Region: South	10% (81)	11% (88)	29% (242)	13% (110)	26% (218)	10% (86)	824
4-Region: West	9% (49)	13% (66)	31% (160)	15% (80)	22% (113)	10% (52)	520
Frequent movie goers	20% (60)	15% (45)	28% (87)	16% (48)	14% (43)	8% (24)	307
Occasional movie goers	10% (87)	14% (128)	34% (300)	15% (137)	19% (171)	7% (66)	889
Infrequent movie goers	6% (56)	10% (96)	25% (251)	13% (131)	33% (329)	14% (141)	1003

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	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	503	23%
	Age: 30-44	510	23%
	Age: 45-54	404	18%
	Age: 55-64	347	16%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	260	12%
	Millennial: Age 23-38	569	26%
	Generation X: Age 39-54	588	27%
	Boomers: Age 55-73	703	32%
	N	2120	
xpid3	PID: Dem (no lean)	801	36%
	PID: Ind (no lean)	728	33%
	PID: Rep (no lean)	671	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	352	16%
	PID/Gender: Dem Women	449	20%
	PID/Gender: Ind Men	372	17%
	PID/Gender: Ind Women	355	16%
	PID/Gender: Rep Men	338	15%
	PID/Gender: Rep Women	334	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	701	32%
	Ideo: Moderate (4)	489	22%
	Ideo: Conservative (5-7)	729	33%
	N	1919	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1310	60%
	Income: 50k-100k	589	27%
	Income: 100k+	301	14%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	946	43%
	All Non-Christian	103	5%
	Atheist	90	4%
	Agnostic/Nothing in particular	1061	48%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	136	6%
xdemEvang	Evangelical	623	28%
	Non-Evangelical	772	35%
	N	1395	
xdemUsr	Community: Urban	567	26%
	Community: Suburban	1035	47%
	Community: Rural	599	27%
	N	2200	
xdemEmploy	Employ: Private Sector	623	28%
	Employ: Government	137	6%
	Employ: Self-Employed	198	9%
	Employ: Homemaker	140	6%
	Employ: Student	133	6%
	Employ: Retired	474	22%
	Employ: Unemployed	259	12%
	Employ: Other	235	11%
	N	2200	
xdemMilHH1	Military HH: Yes	361	16%
	Military HH: No	1839	84%
	N	2200	
xnrl	RD/WT: Right Direction	872	40%
	RD/WT: Wrong Track	1328	60%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	924	42%
	Trump Job Disapprove	1138	52%
	N	2062	
Trump_Approve2	Trump Job Strongly Approve	505	23%
	Trump Job Somewhat Approve	419	19%
	Trump Job Somewhat Disapprove	279	13%
	Trump Job Strongly Disapprove	860	39%
	N	2062	
Trump_Fav	Favorable of Trump	888	40%
	Unfavorable of Trump	1153	52%
	N	2041	
Trump_Fav_FULL	Very Favorable of Trump	512	23%
	Somewhat Favorable of Trump	376	17%
	Somewhat Unfavorable of Trump	228	10%
	Very Unfavorable of Trump	925	42%
	N	2041	
xnr3	#1 Issue: Economy	522	24%
	#1 Issue: Security	448	20%
	#1 Issue: Health Care	318	14%
	#1 Issue: Medicare / Social Security	295	13%
	#1 Issue: Women's Issues	192	9%
	#1 Issue: Education	159	7%
	#1 Issue: Energy	136	6%
	#1 Issue: Other	130	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	777	35%
	2018 House Vote: Republican	680	31%
	2018 House Vote: Someone else	115	5%
	2018 House Vote: Didnt Vote	619	28%
	N	2191	
xsubVote16O	2016 Vote: Hillary Clinton	673	31%
	2016 Vote: Donald Trump	686	31%
	2016 Vote: Someone else	180	8%
	2016 Vote: Didnt Vote	655	30%
	N	2194	
xsubVote14O	Voted in 2014: Yes	1351	61%
	Voted in 2014: No	849	39%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	808	37%
	2012 Vote: Mitt Romney	505	23%
	2012 Vote: Other	110	5%
	2012 Vote: Didn't Vote	769	35%
	N	2192	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
CMTdem1	Frequent movie goers	307	14%
CMTdem2	Occasional movie goers	889	40%
CMTdem3	Infrequent movie goers	1003	46%

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

