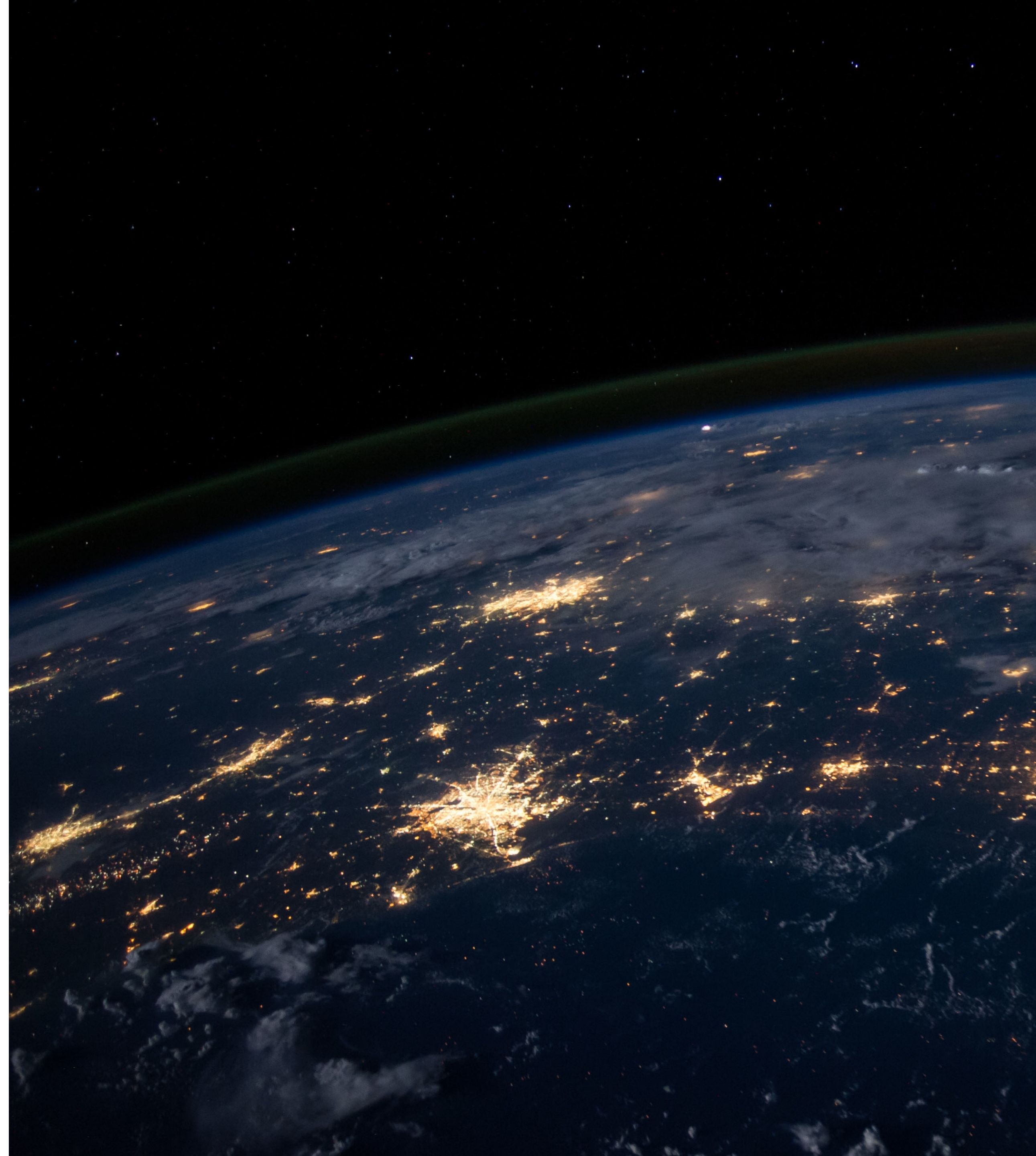# Movies, Hollywood, & Politics

Verified Voter Omnibus Survey

N = 1,020 Voters in the Likely Electorate (LV), Nationwide
Field Dates: May 20-23, 2022
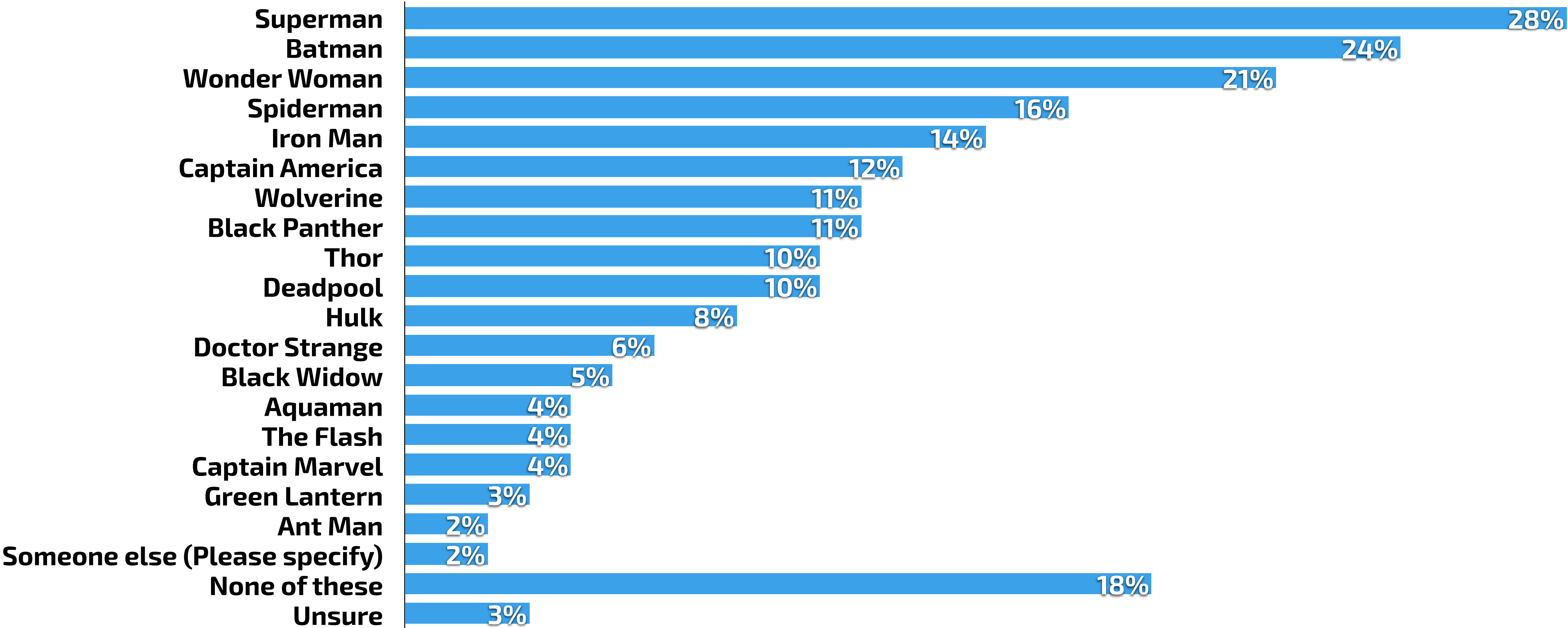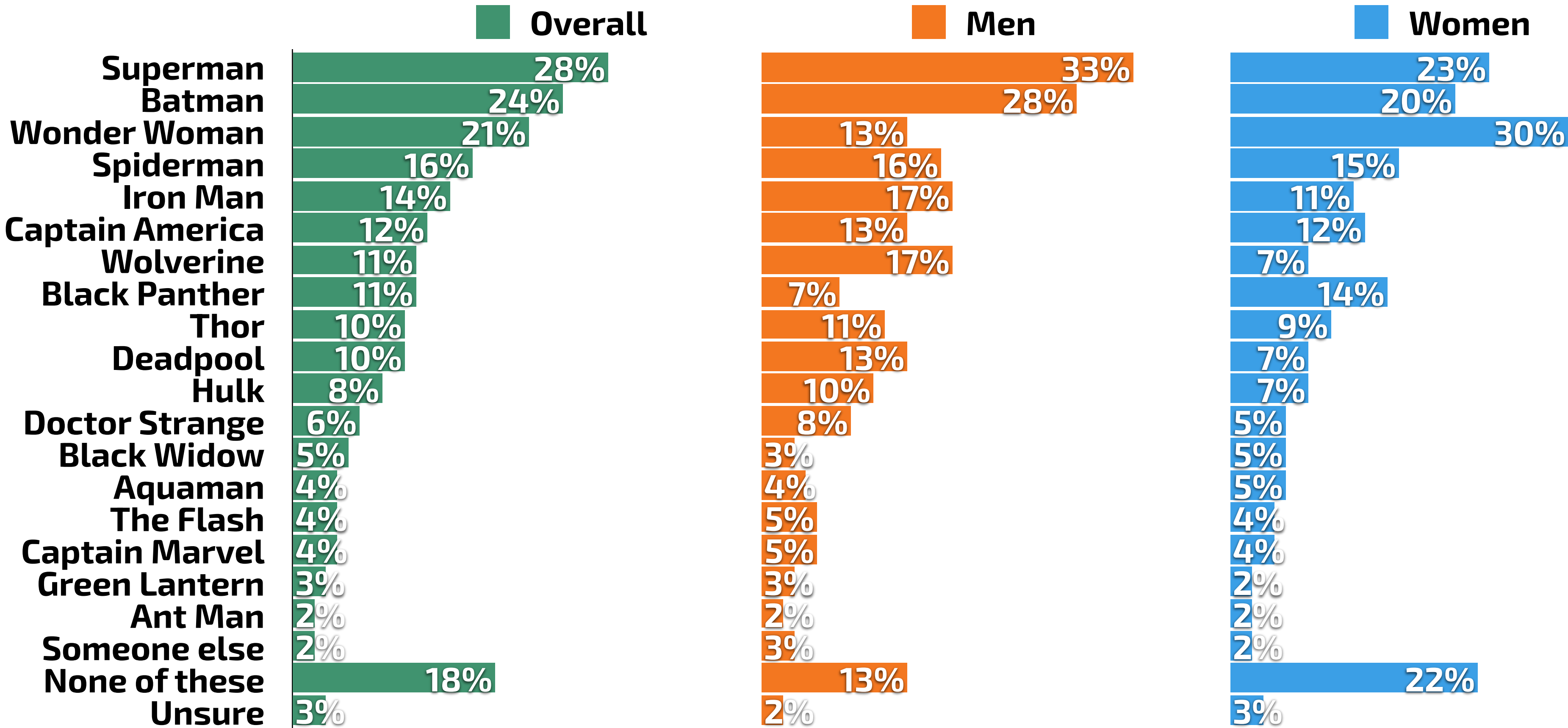
# Favorite Movies And Superheroes

# Voters' Top Three Favorite Superheroes All From DC Universe

**Q. Which of the following would you say are your favorite superheroes? Select up to three.**

| Superhero | Percentage |
|---|---|
| Superman | 28% |
| Batman | 24% |
| Wonder Woman | 21% |
| Spiderman | 16% |
| Iron Man | 14% |
| Captain America | 12% |
| Wolverine | 11% |
| Black Panther | 11% |
| Thor | 10% |
| Deadpool | 10% |
| Hulk | 8% |
| Doctor Strange | 6% |
| Black Widow | 5% |
| Aquaman | 4% |
| The Flash | 4% |
| Captain Marvel | 4% |
| Green Lantern | 3% |
| Ant Man | 2% |
| Someone else (Please specify) | 2% |
| None of these | 18% |
| Unsure | 3% |

ECHELON INSIGHTS

# Men Favor Superman, Batman; Women Over 2x More Likely Than Men To List Wonder Woman As Favorite

Q. Which of the following would you say are your favorite superheroes? Select up to three.

| | Overall | Men | Women |
|---|---|---|---|
| Superman | 28% | 33% | 23% |
| Batman | 24% | 28% | 20% |
| Wonder Woman | 21% | 13% | 30% |
| Spiderman | 16% | 16% | 15% |
| Iron Man | 14% | 17% | 11% |
| Captain America | 12% | 13% | 12% |
| Wolverine | 11% | 17% | 7% |
| Black Panther | 11% | 7% | 14% |
| Thor | 10% | 11% | 9% |
| Deadpool | 10% | 13% | 7% |
| Hulk | 8% | 10% | 7% |
| Doctor Strange | 6% | 8% | 5% |
| Black Widow | 5% | 3% | 5% |
| Aquaman | 4% | 4% | 5% |
| The Flash | 4% | 5% | 4% |
| Captain Marvel | 4% | 5% | 4% |
| Green Lantern | 3% | 3% | 2% |
| Ant Man | 2% | 2% | 2% |
| Someone else | 2% | 3% | 2% |
| None of these | 18% | 13% | 22% |
| Unsure | 3% | 2% | 3% |

ECHELON INSIGHTS

N = 1,020 Voters in Likely Electorate nationwide, fielded May 20-23, 2022

# Dems Much Likelier Than GOP To Favor Black Panther, Wonder Woman; Superman, Batman Popular Across Party Lines

**Q.** Which of the following would you say are your favorite superheroes? Select up to three.

| | Overall | Dem + Lean | GOP + Lean |
|---|---|---|---|
| Superman | 28% | 26% | 31% |
| Batman | 24% | 22% | 25% |
| Wonder Woman | 21% | 26% | 18% |
| Spiderman | 16% | 16% | 14% |
| Iron Man | 14% | 12% | 14% |
| Captain America | 12% | 10% | 14% |
| Wolverine | 11% | 12% | 11% |
| Black Panther | 11% | 18% | 3% |
| Thor | 10% | 9% | 11% |
| Deadpool | 10% | 11% | 9% |
| Hulk | 8% | 7% | 8% |
| Doctor Strange | 6% | 5% | 6% |
| Black Widow | 5% | 5% | 4% |
| Aquaman | 4% | 5% | 3% |
| The Flash | 4% | 4% | 5% |
| Captain Marvel | 4% | 4% | 4% |
| Green Lantern | 3% | 3% | 3% |
| Ant Man | 2% | 2% | 1% |
| Someone else | 2% | 2% | 2% |
| None of these | 18% | 17% | 19% |
| Unsure | 3% | 3% | 3% |

ECHELON INSIGHTS
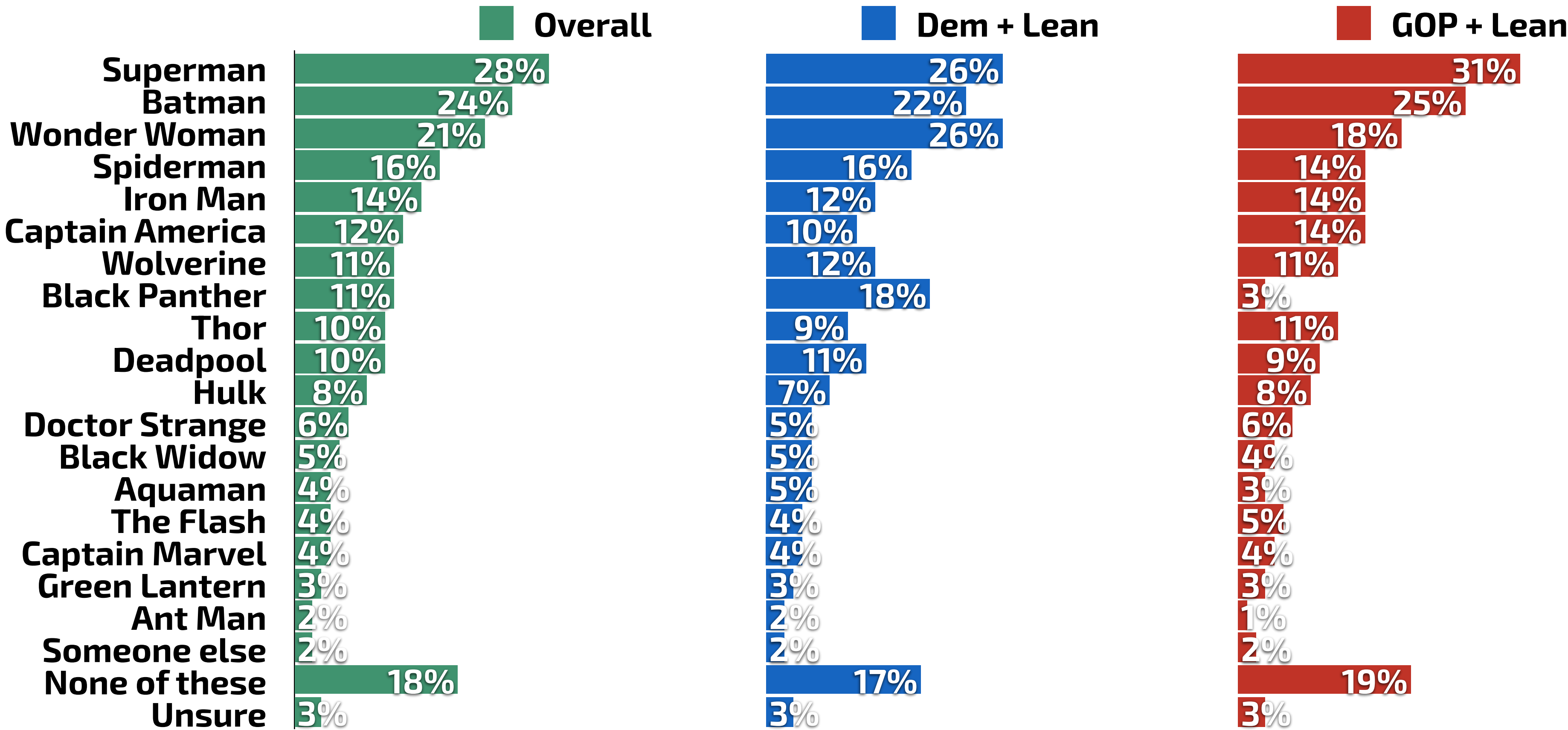
N = 1,020 Voters in Likely Electorate nationwide, fielded May 20-23, 2022
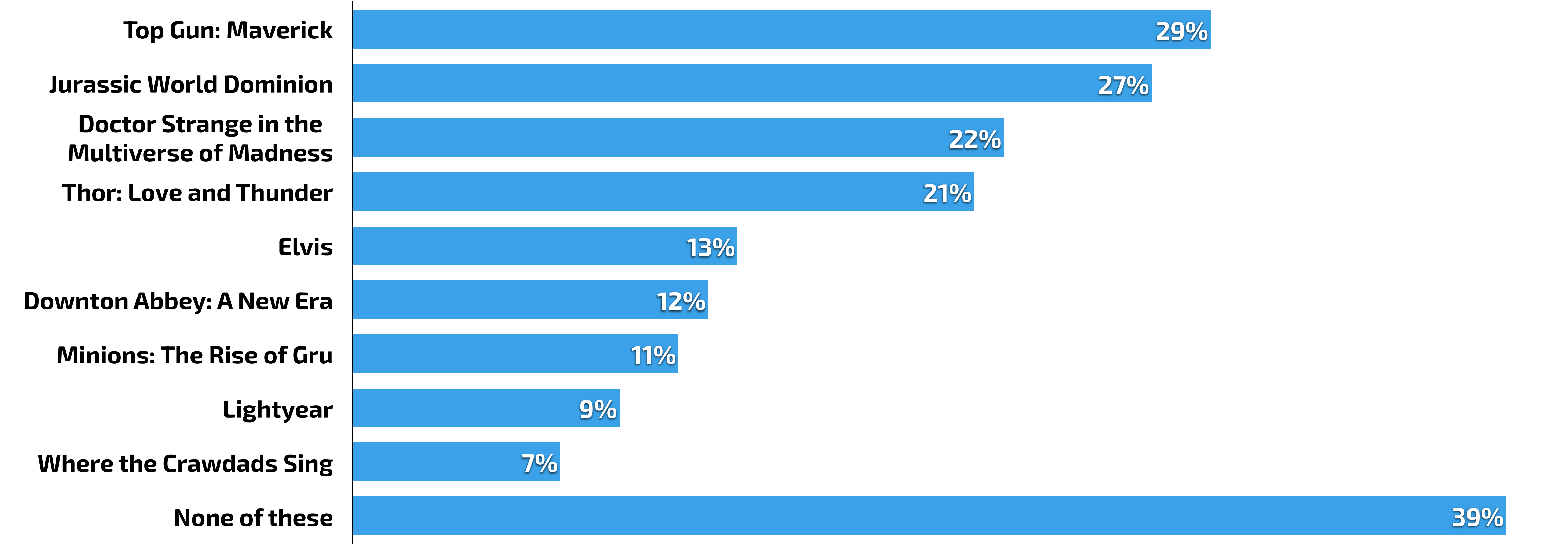
# Massive Age Divide On Views Of Deadpool

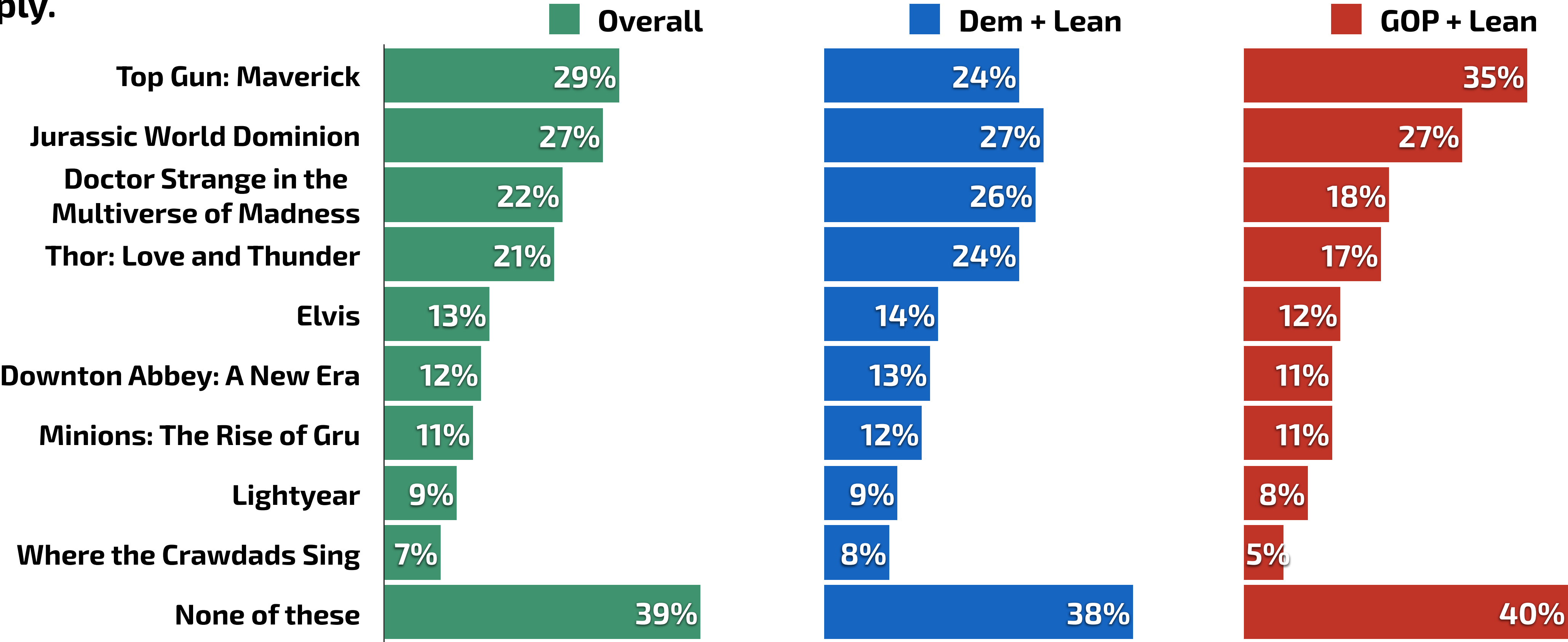**Q. Which of the following would you say are your favorite superheroes? Select up to three.**



| | Overall | Under 50 | 50+ |
|---|---|---|---|
| Superman | 28% | 18% | 33% |
| Batman | 24% | 27% | 23% |
| Wonder Woman | 21% | 16% | 25% |
| Spiderman | 16% | 21% | 13% |
| Iron Man | 14% | 17% | 12% |
| Captain America | 12% | 16% | 10% |
| Wolverine | 11% | 15% | 9% |
| Black Panther | 11% | 12% | 10% |
| Thor | 10% | 13% | 8% |
| Deadpool | 10% | 18% | 5% |
| Hulk | 8% | 8% | 8% |
| Doctor Strange | 6% | 9% | 4% |
| Black Widow | 5% | 8% | 3% |
| Aquaman | 4% | 6% | 3% |
| The Flash | 4% | 7% | 3% |
| Captain Marvel | 4% | 5% | 3% |
| Green Lantern | 3% | 4% | 2% |
| Ant Man | 2% | 4% | 1% |
| Someone else | 2% | 3% | 2% |
| None of these | 18% | 8% | 24% |
| Unsure | 3% | 1% | 3% |

N = 1,020 Voters in Likely Electorate nationwide, fielded May 20-23, 2022
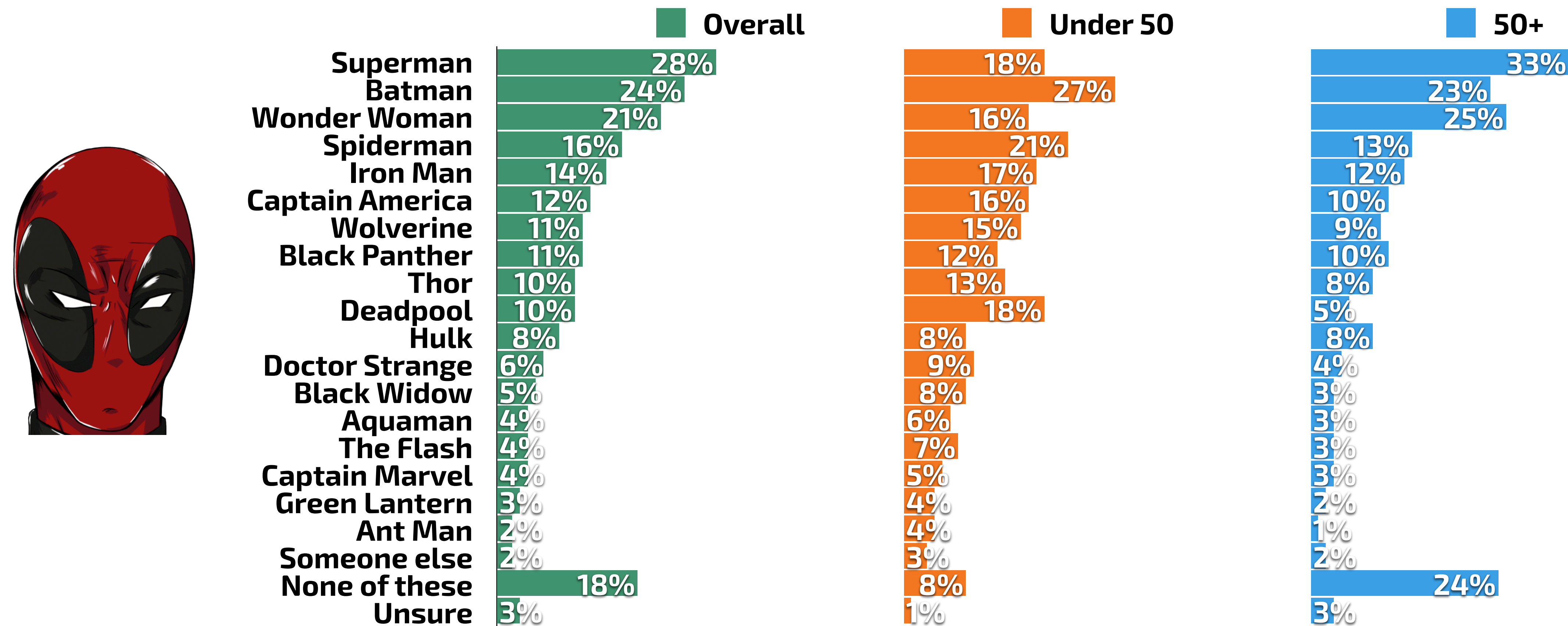
# Top Gun, Jurassic World, Dr. Strange Top Summer Movies List

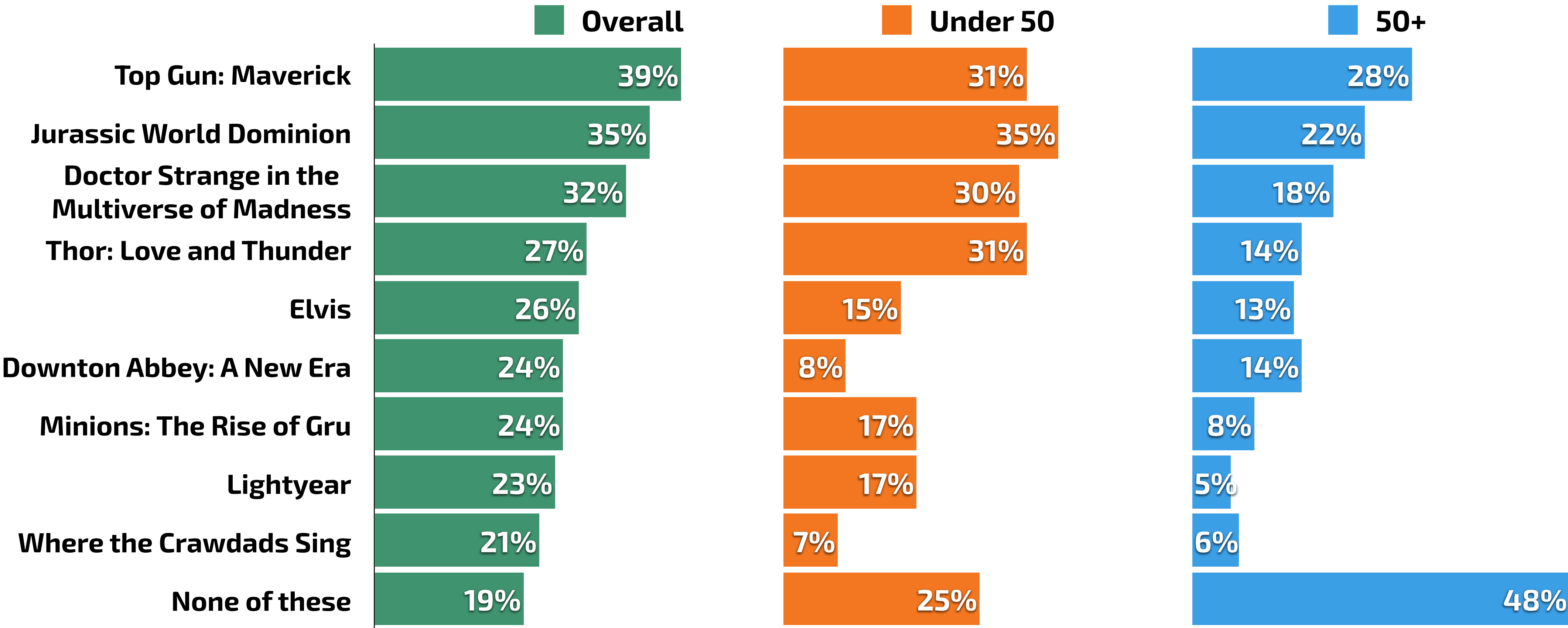**Q. Which of the following movies have you already seen or do you plan to see this summer? Select all that apply.**

| Movie | Percentage |
|-------|-----------|
| Top Gun: Maverick | 29% |
| Jurassic World Dominion | 27% |
| Doctor Strange in the Multiverse of Madness | 22% |
| Thor: Love and Thunder | 21% |
| Elvis | 13% |
| Downton Abbey: A New Era | 12% |
| Minions: The Rise of Gru | 11% |
| Lightyear | 9% |
| Where the Crawdads Sing | 7% |
| None of these | 39% |

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N = 1,020 Voters in Likely Electorate nationwide, fielded May 20-23, 2022

# "Top Gun: Maverick" Most Popular Movie Among GOP, Jurassic World Dominion Most Anticipated Movie Among Dems

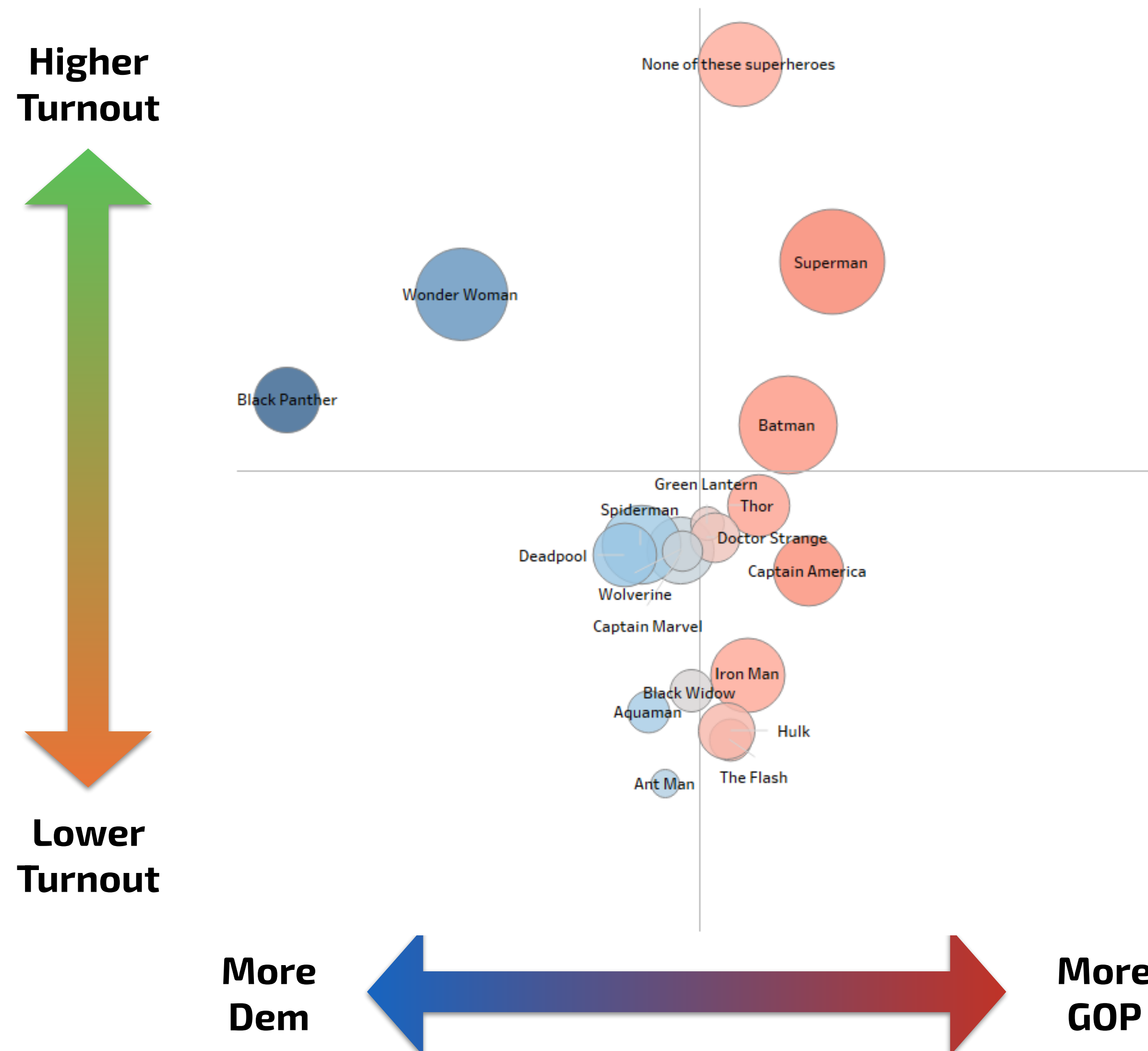**Q. Which of the following movies have you already seen or do you plan to see this summer? Select all that apply.**

| Movie | Overall | Dem + Lean | GOP + Lean |
|---|---|---|---|
| Top Gun: Maverick | 29% | 24% | 35% |
| Jurassic World Dominion | 27% | 27% | 27% |
| Doctor Strange in the Multiverse of Madness | 22% | 26% | 18% |
| Thor: Love and Thunder | 21% | 24% | 17% |
| Elvis | 13% | 14% | 12% |
| Downton Abbey: A New Era | 12% | 13% | 11% |
| Minions: The Rise of Gru | 11% | 12% | 11% |
| Lightyear | 9% | 9% | 8% |
| Where the Crawdads Sing | 7% | 8% | 5% |
| None of these | 39% | 38% | 40% |

ECHELON INSIGHTS

N = 1,020 Voters in Likely Electorate nationwide, fielded May 20-23, 2022

# More Younger Voters Planning To See Summer Releases

Q. Which of the following movies have you already seen or do you plan to see this summer? Select all that apply.

| | Overall | Under 50 | 50+ |
|---|---|---|---|
| Top Gun: Maverick | 39% | 31% | 28% |
| Jurassic World Dominion | 35% | 35% | 22% |
| Doctor Strange in the Multiverse of Madness | 32% | 30% | 18% |
| Thor: Love and Thunder | 27% | 31% | 14% |
| Elvis | 26% | 15% | 13% |
| Downton Abbey: A New Era | 24% | 8% | 14% |
| Minions: The Rise of Gru | 24% | 17% | 8% |
| Lightyear | 23% | 17% | 5% |
| Where the Crawdads Sing | 21% | 7% | 6% |
| None of these | 19% | 25% | 48% |

ECHELON INSIGHTS

N = 1,020 Voters in Likely Electorate nationwide, fielded May 20-23, 2022

# Mapping Favorite Superheroes By Party And Turnout

- Black Panther and Wonder Woman have the most Democratic leaning fan base of superheroes tested.

- Voters who did not have a favorite superhero out of the ones tested are on average the highest turnout voters.

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**Q. Which of the following would you say are your favorite superheroes? Select up to three.**



Higher Turnout

Lower Turnout

None of these superheroes

Superman

Wonder Woman

Black Panther

Batman

Green Lantern

Thor

Spiderman

Doctor Strange

Deadpool

Captain America

Wolverine

Captain Marvel

Iron Man

Black Widow

Aquaman

Hulk

Ant Man

The Flash

More Dem

More GOP

N = 1,020 Voters in Likely Electorate nationwide, fielded May 20-23, 2022

# Mapping New And Upcoming Movies By Party And Turnout

- Out of the movies tested, Top Gun: Maverick is the movie most anticipated/viewed by Republican voters.

- Voters who plan to see Downton Abbey: A New Era, and voters who plan to see none of the movies tested, are on average the highest turnout voters.

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**Q. Which of the following movies have you already seen or do you plan to see this summer? Select all that apply.**



Higher Turnout

Downton Abbey: A New Era

None of these movies

Where the Crawdads Sing

Top Gun: Maverick

Elvis

Thor: Love and Thunder

Doctor Strange in the Multiverse of Madness

Jurassic World Dominion

Minions: The Rise of Gru

Lower Turnout

Lightyear

More Dem

More GOP
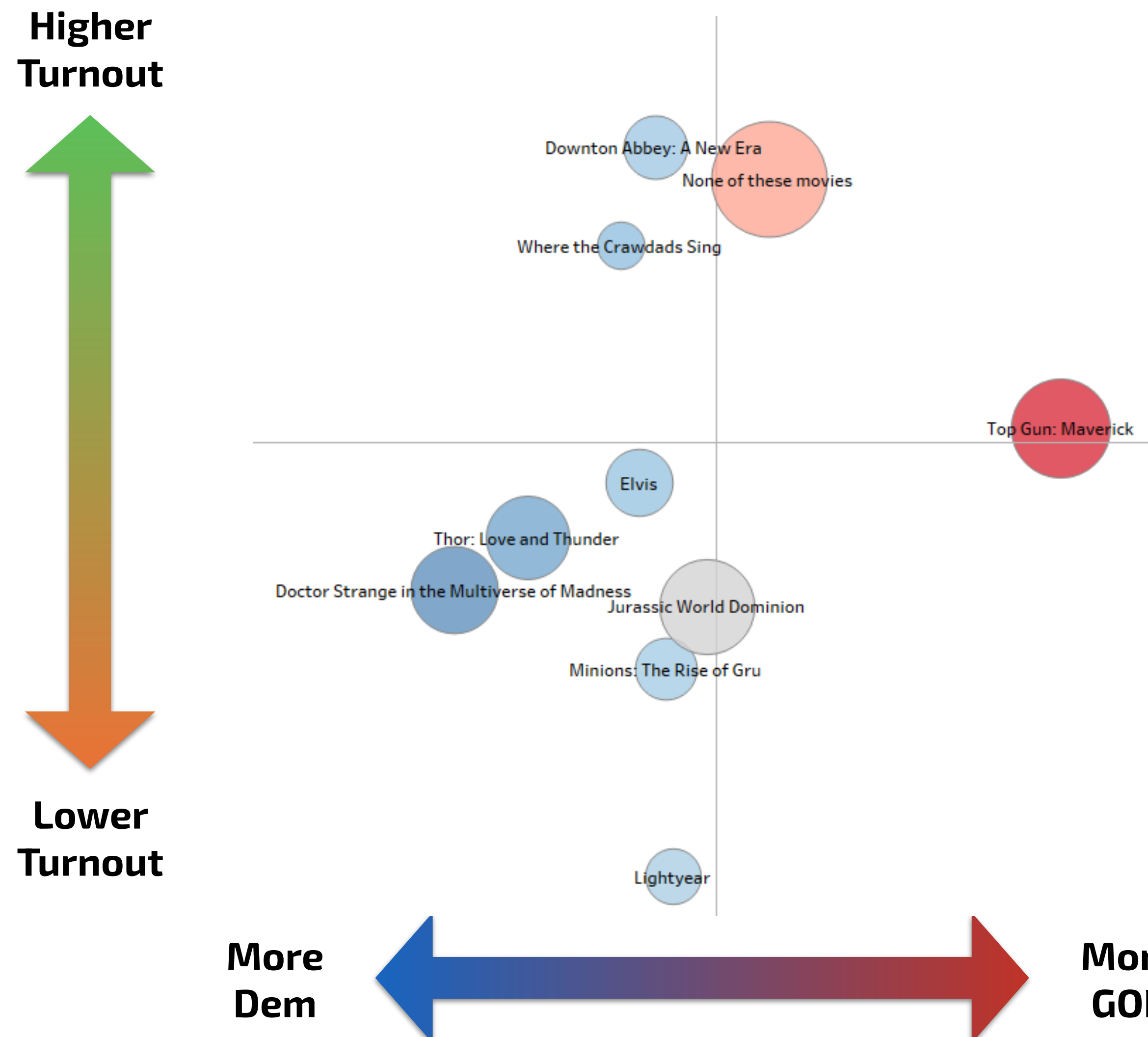
N = 1,020 Voters in Likely Electorate nationwide, fielded May 20-23, 2022

# Hollywood's Political Stances

# Majority Of Voters Say Companies Should Not Take Stances On Political Issues

**Q. In general, do you think that companies should take stances on political and social issues, or should they not take a stance one way or the other?**
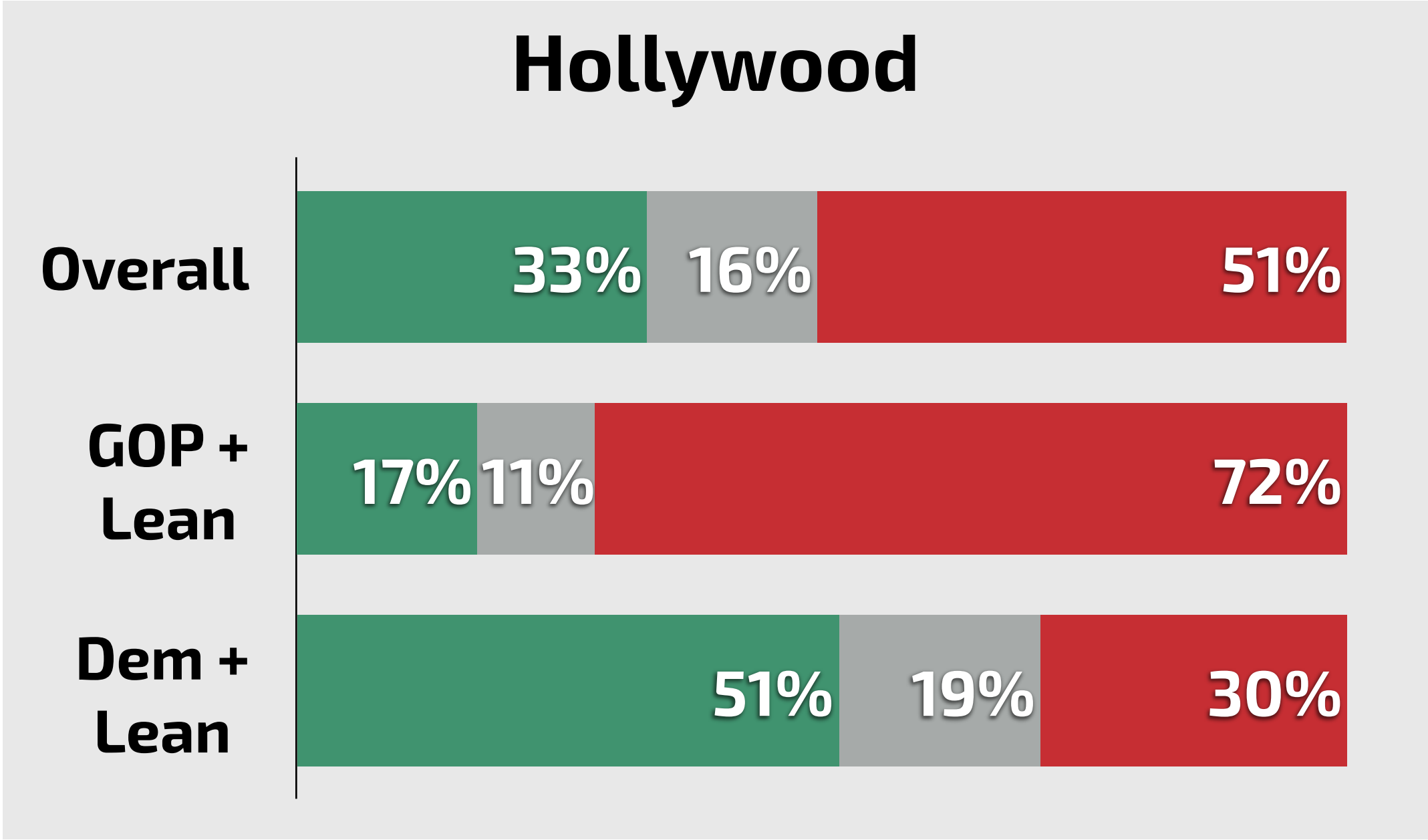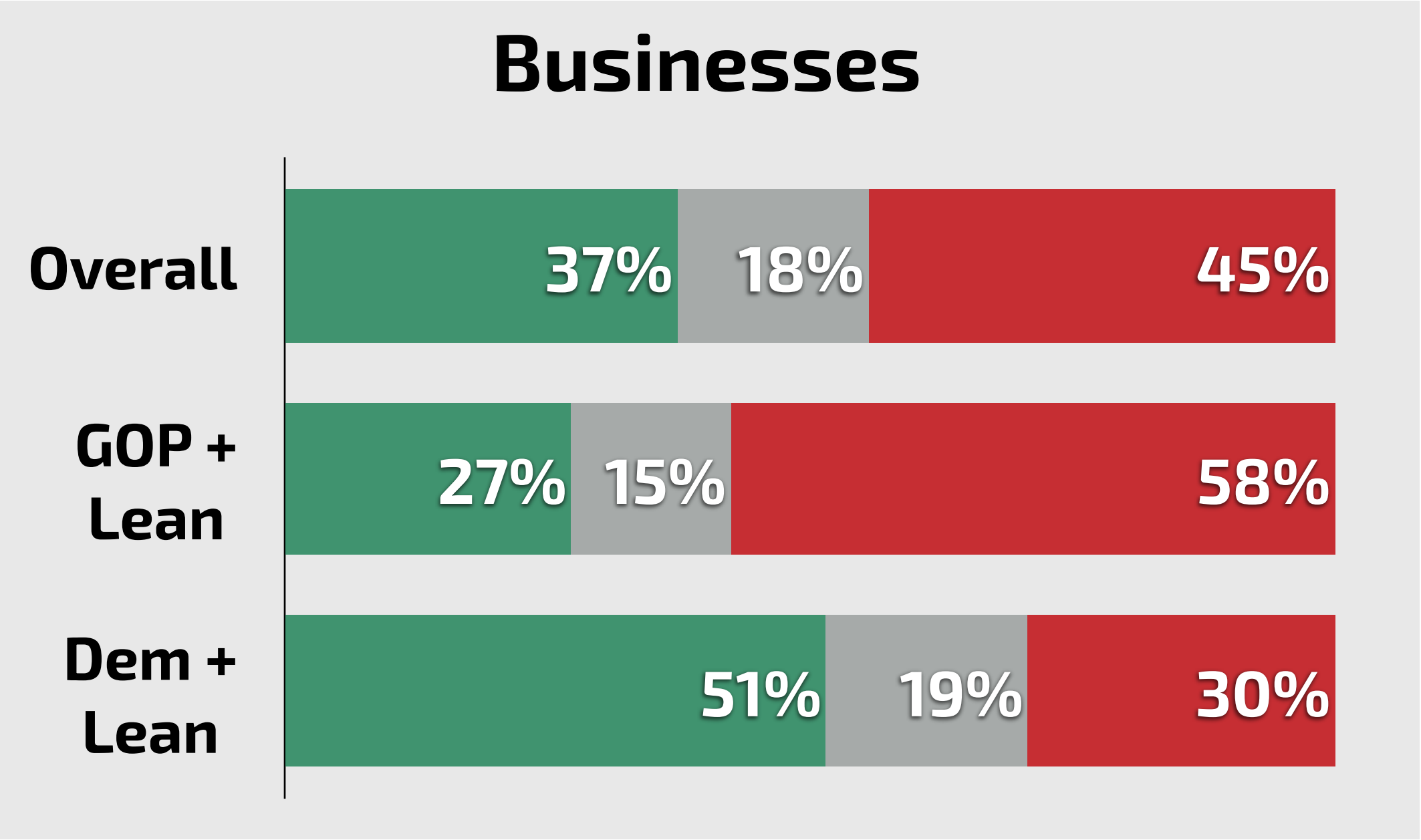
■ They should be taking stances on political and social issues　■ Unsure　■ They should not take a stance one way or the other

| | They should be taking stances | Unsure | They should not take a stance |
|---|---|---|---|
| **Overall** | 35% | 15% | 51% |
| **GOP + Lean** | 18% | 14% | 68% |
| **Dem + Lean** | 51% | 14% | 35% |

ECHELON INSIGHTS
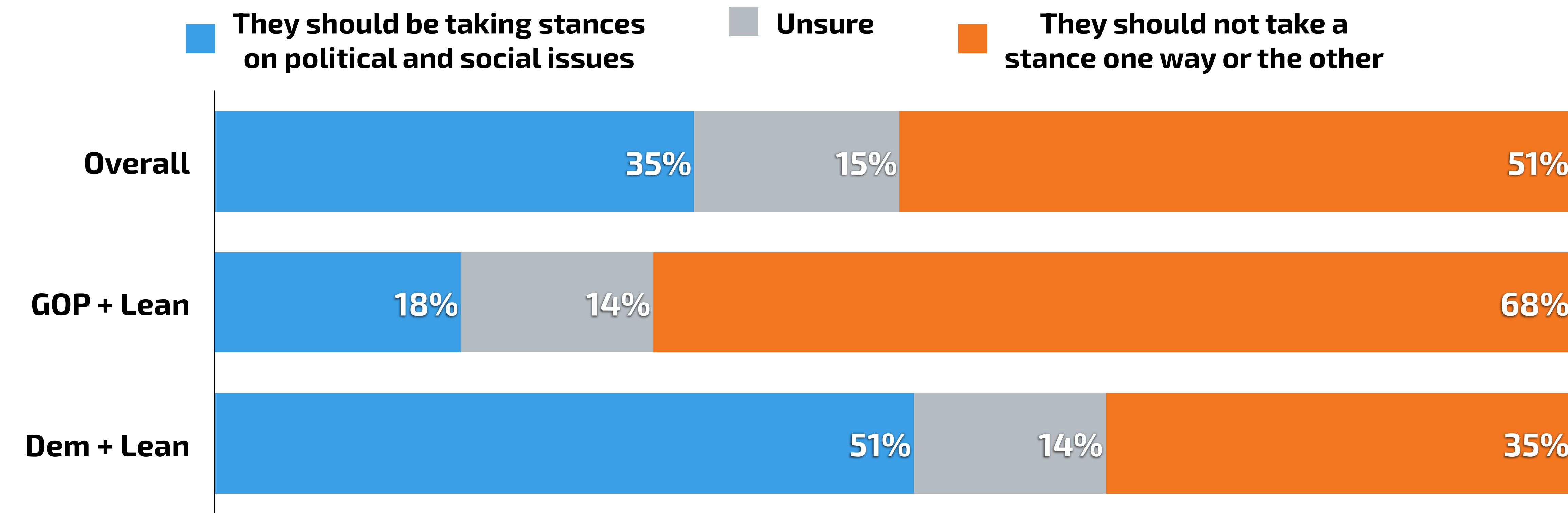
# Majorities Of Non-College Educated Voters, Voters Over 50 Oppose Companies Taking Stances On Political Issues

**Q. In general, do you think that companies should take stances on political and social issues, or should they not take a stance one way or the other?**

■ They should be taking stances on political and social issues    ■ Unsure    ■ They should not take a stance one way or the other

| | Blue | Gray | Orange |
|---|---|---|---|
| **Overall** | 35% | 15% | 51% |
| **College** | 41% | 10% | 49% |
| **Non-College** | 31% | 17% | 52% |
| **Under 50** | 40% | 16% | 44% |
| **50+** | 32% | 14% | 55% |

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N = 1,020 Voters in Likely Electorate nationwide, fielded May 20-23, 2022
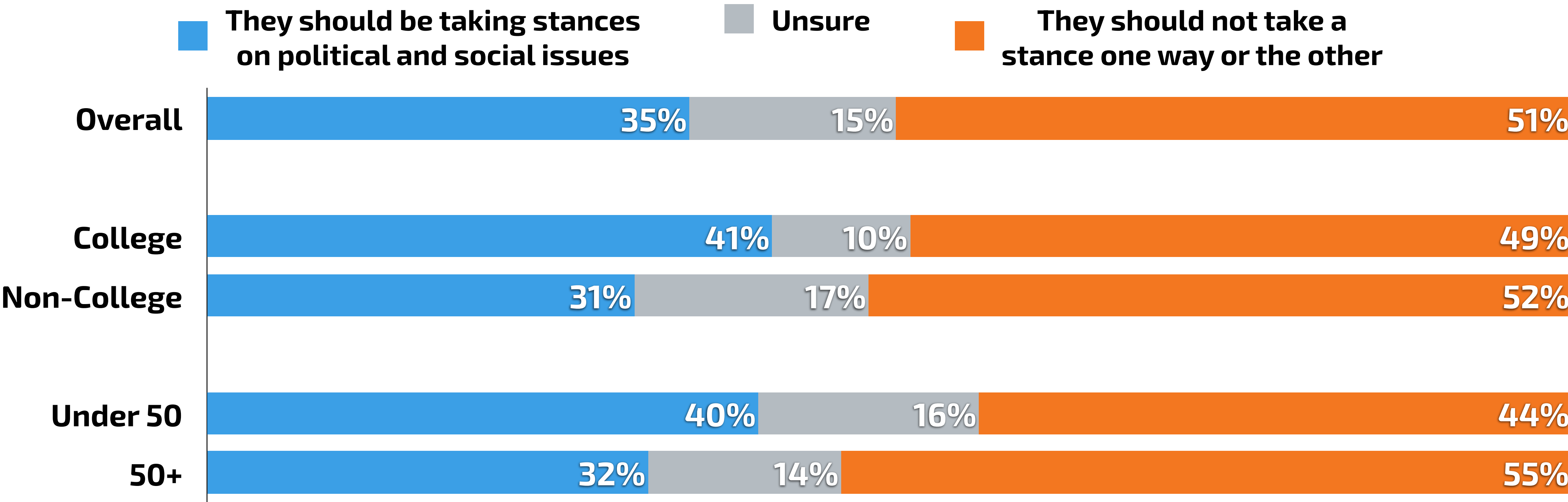
# Majority Of Voters, 72% Of Republicans See Partisan Agenda In Hollywood's Stances On Politics

**Q. Which of the following comes closest to your view, even if neither is exactly right?**
**When [businesses take stances/Hollywood takes stances] on political and social issues they are…**
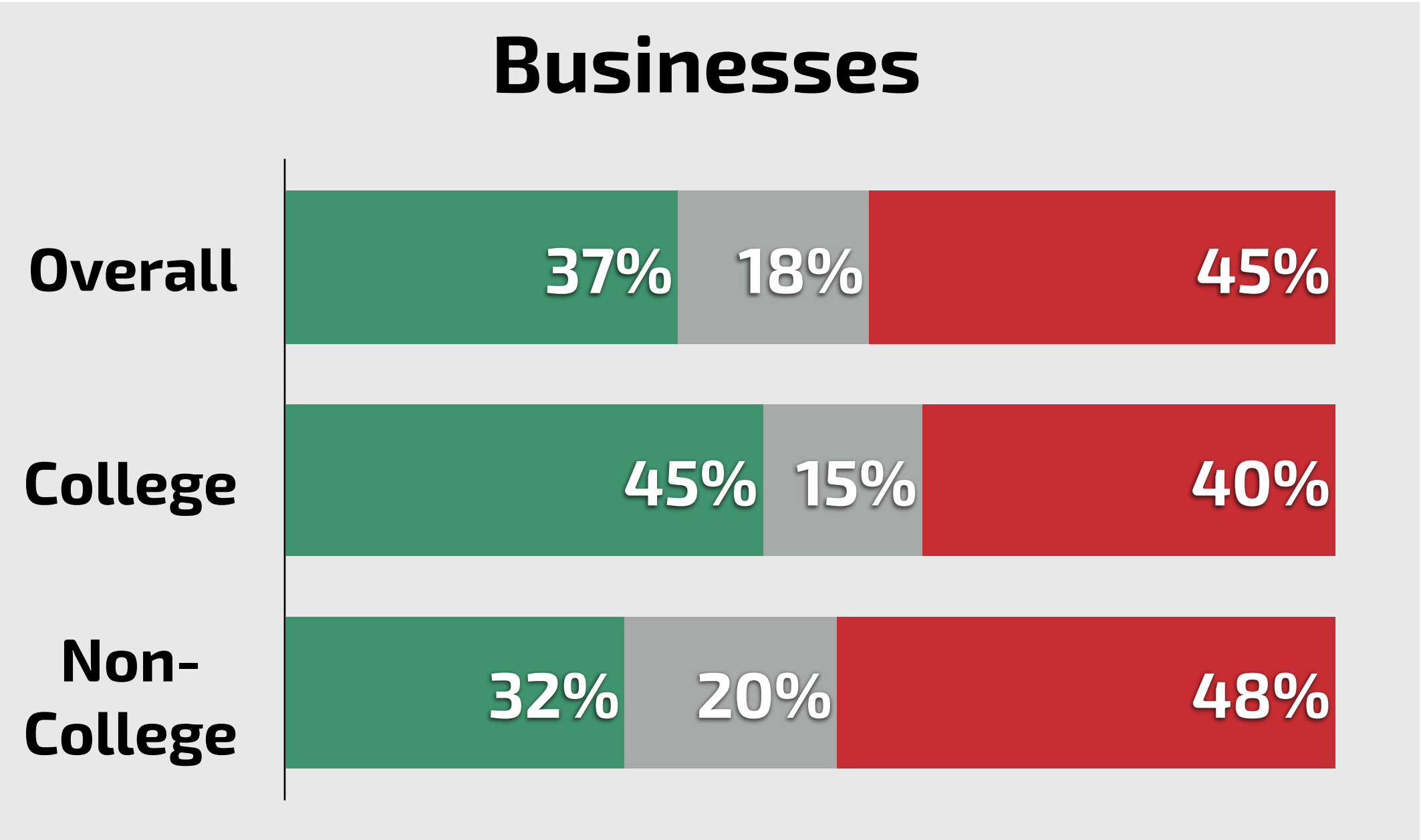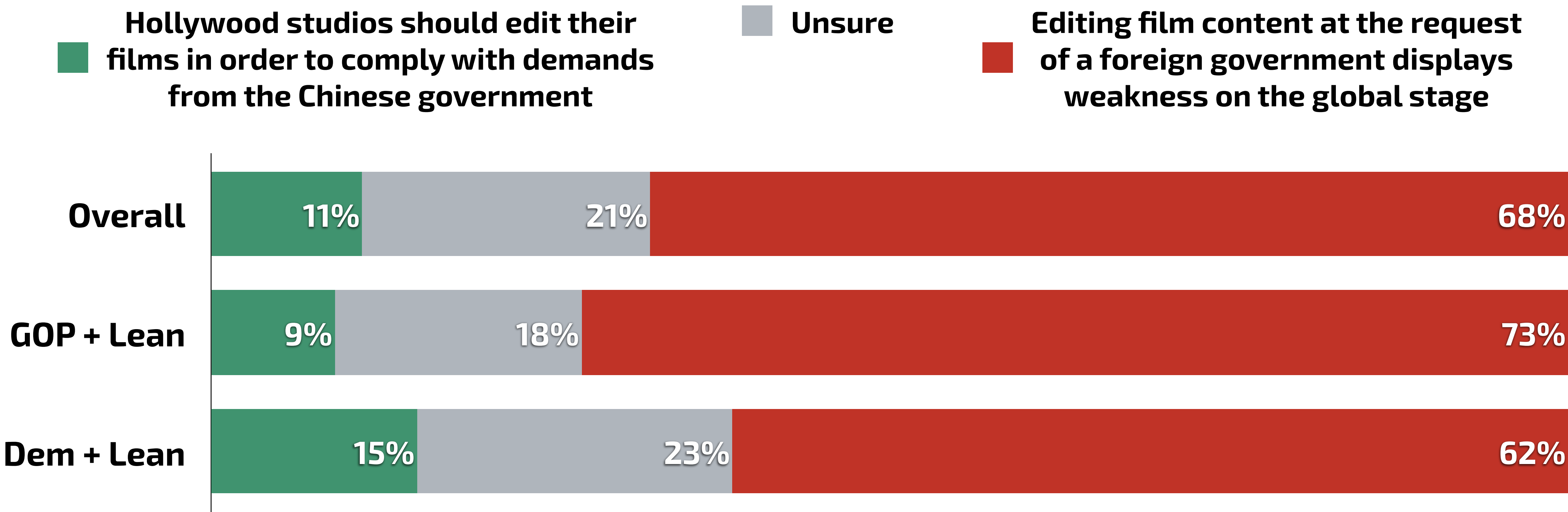
🟩 **Trying to do the right thing regardless of partisanship**  🟫 **Unsure**  🟥 **Trying to advance the agenda of one party over the other**

## Businesses

| | | | |
|---|---|---|---|
| **Overall** | 37% | 18% | 45% |
| **GOP + Lean** | 27% | 15% | 58% |
| **Dem + Lean** | 51% | 19% | 30% |

## Hollywood

| | | | |
|---|---|---|---|
| **Overall** | 33% | 16% | 51% |
| **GOP + Lean** | 17% | 11% | 72% |
| **Dem + Lean** | 51% | 19% | 30% |

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# Non-College Educated Voters Likelier To View Political Stances Of Businesses, Hollywood As Partisan

**Q. Which of the following comes closest to your view, even if neither is exactly right?**
**When [businesses take stances/Hollywood takes stances] on political and social issues they are...**

🟩 Trying to do the right thing regardless of partisanship     ⬜ Unsure     🟥 Trying to advance the agenda of one party over the other

## Businesses

| | | | |
|---|---|---|---|
| **Overall** | 37% | 18% | 45% |
| **College** | 45% | 15% | 40% |
| **Non-College** | 32% | 20% | 48% |

## Hollywood

| | | | |
|---|---|---|---|
| **Overall** | 33% | 16% | 51% |
| **College** | 41% | 14% | 44% |
| **Non-College** | 28% | 16% | 56% |

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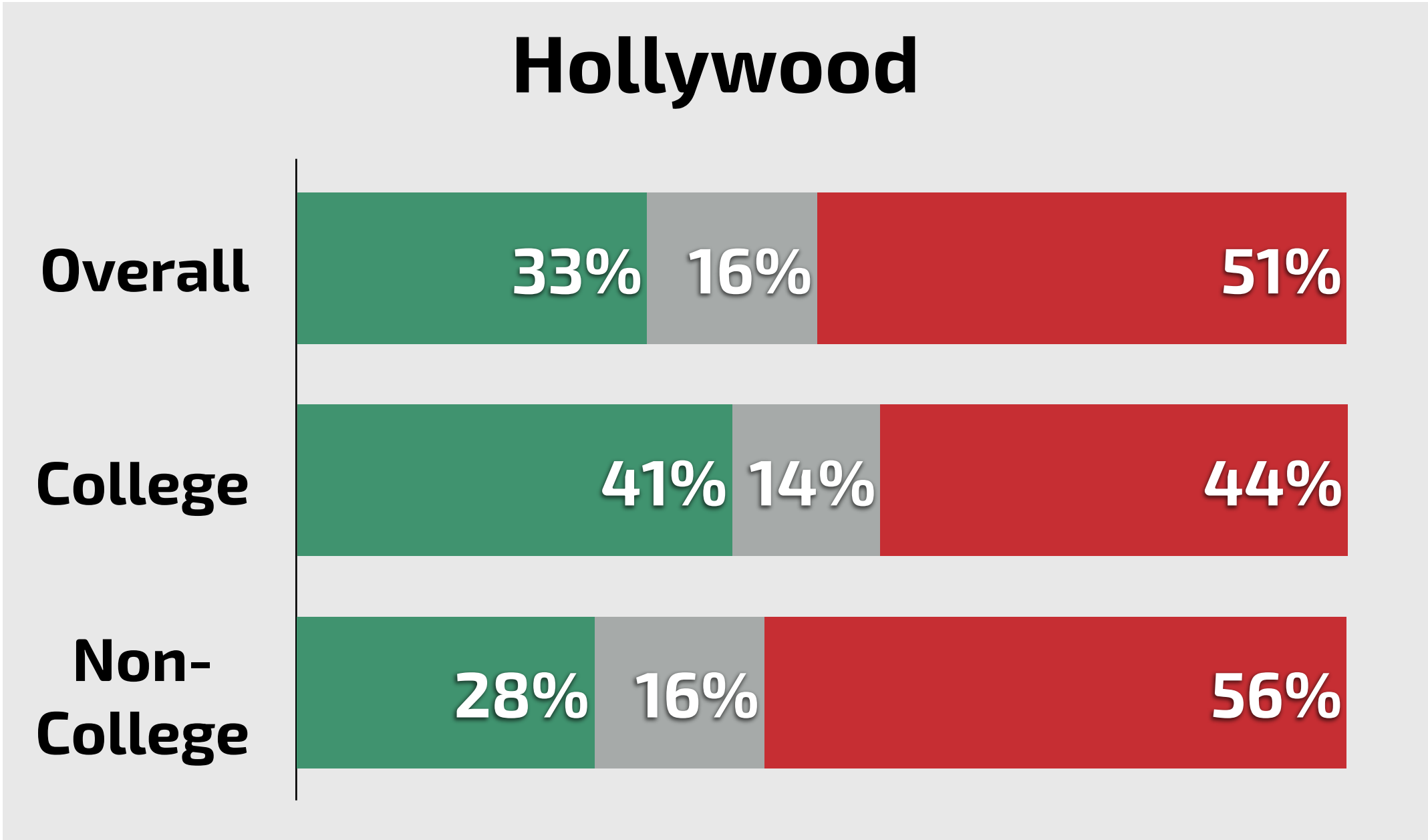
# Overwhelming Majorities Across Party Lines Believe Editing Film To Comply With Chinese Government Displays Weakness

**Q. Which of the following comes closest to your view, even if neither is exactly right?**
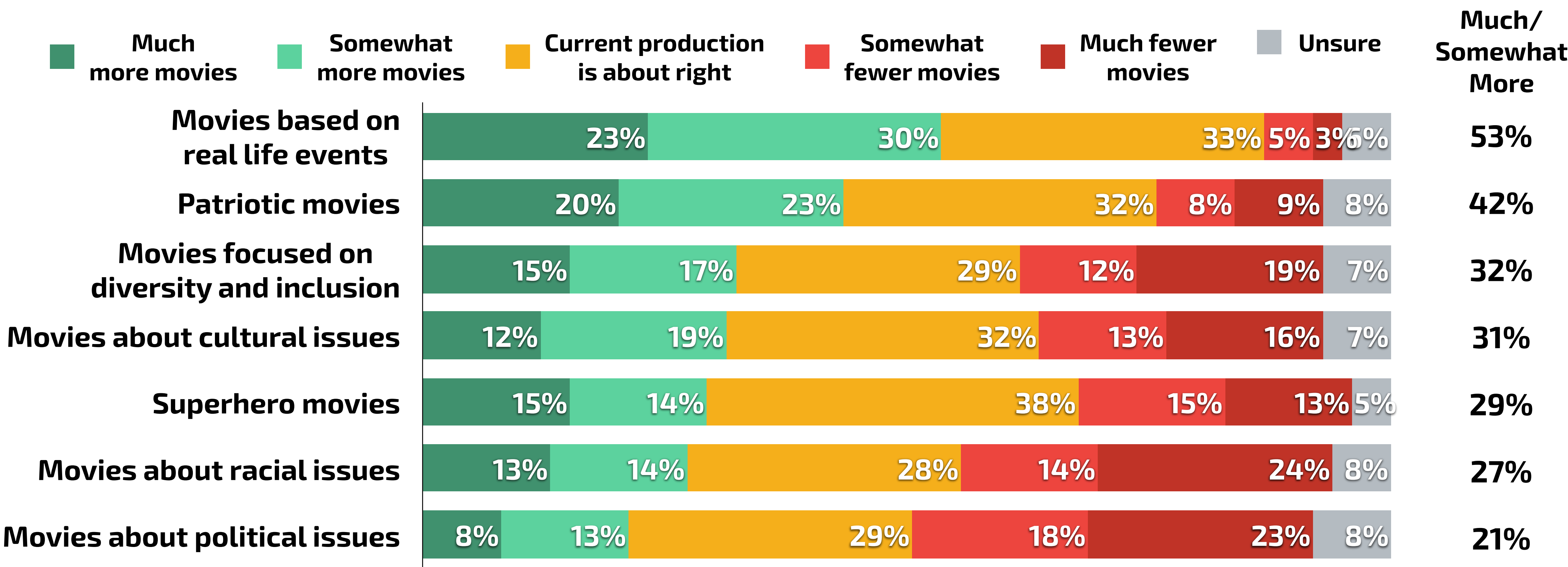
Hollywood studios should edit their films in order to comply with demands from the Chinese government | Unsure | Editing film content at the request of a foreign government displays weakness on the global stage

**Overall**
- 11%
- 21%
- 68%

**GOP + Lean**
- 9%
- 18%
- 73%

**Dem + Lean**
- 15%
- 23%
- 62%

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N = 1,020 Voters in Likely Electorate nationwide, fielded May 20-23, 2022

# Preferences On Types Of Movies

# Biggest Appetite For Movies Based On Real Life Events

## Q. Generally speaking, would you like to see more movies or fewer movies with the following themes?

| | Much more movies | Somewhat more movies | Current production is about right | Somewhat fewer movies | Much fewer movies | Unsure | Much/ Somewhat More |
|---|---|---|---|---|---|---|---|
| Movies based on real life events | 23% | 30% | 33% | 5% | 3% | 6% | 53% |
| Patriotic movies | 20% | 23% | 32% | 8% | 9% | 8% | 42% |
| Movies focused on diversity and inclusion | 15% | 17% | 29% | 12% | 19% | 7% | 32% |
| Movies about cultural issues | 12% | 19% | 32% | 13% | 16% | 7% | 31% |
| Superhero movies | 15% | 14% | 38% | 15% | 13% | 5% | 29% |
| Movies about racial issues | 13% | 14% | 28% | 14% | 24% | 8% | 27% |
| Movies about political issues | 8% | 13% | 29% | 18% | 23% | 8% | 21% |

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N = 1,020 Voters in Likely Electorate nationwide, fielded May 20-23, 2022

# Stronger GOP Appetite For Patriotic Movies; Much Stronger Dem Appetite For Movies About Diversity, Cultural, Racial, Political Issues

Q. Generally speaking, would you like to see more movies or fewer movies with the following themes? [% Answering Much/Somewhat More Movies]

● **Dem + Lean**   ● **GOP + Lean**

| Theme | Values |
|---|---|
| Movies based on real life events | 52% 55% |
| Patriotic Movies | 30% 59% |
| Movies focused on diversity and inclusion | 14% 52% |
| Movies about cultural issues | 16% 47% |
| Superhero movies | 26% 32% |
| Movies about racial issues | 11% 45% |
| Movies about political issues | 10% 33% |
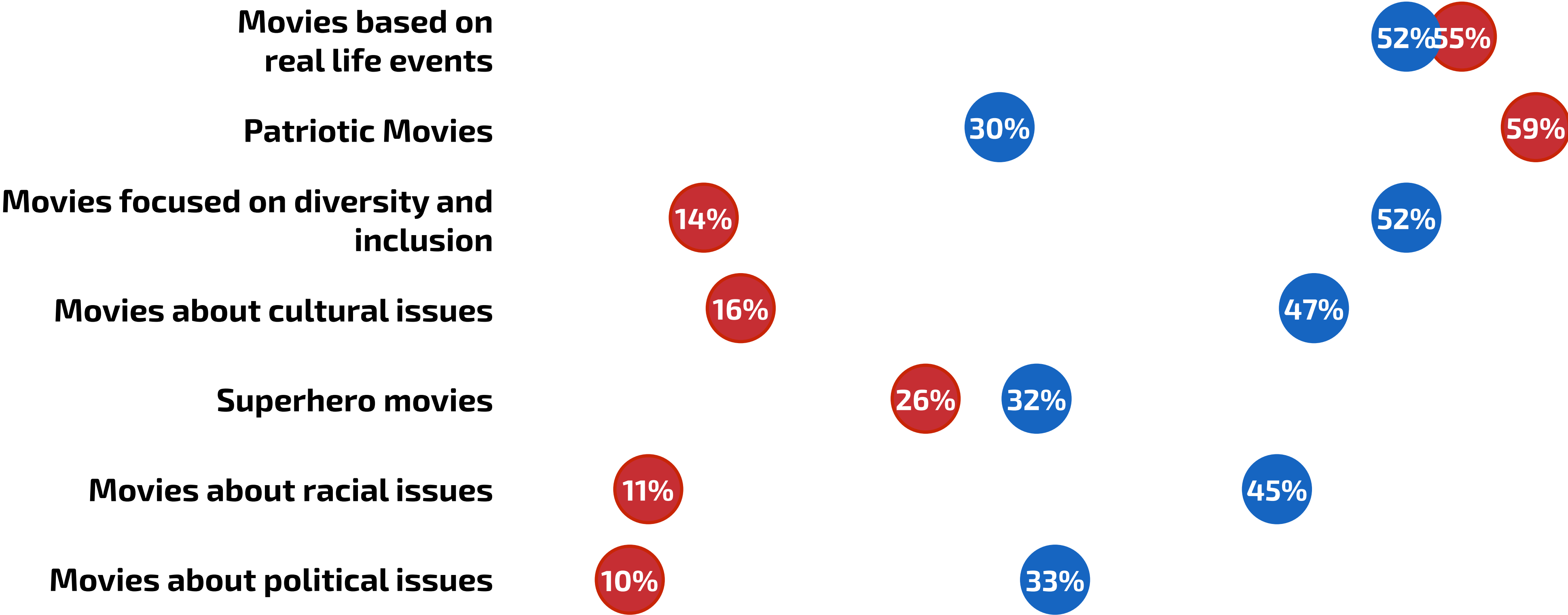
N = 1,020 Voters in Likely Electorate nationwide, fielded May 20-23, 2022

# Meet the Likely Electorate

We know that on Election Day, those who turn out to vote won't necessarily look like the pool of all registered voters. Some voters are more likely to turn out than others, and polling should reflect that reality. But not everyone who shows up to vote on Election Day is a "likely voter," and often times, pollsters' methods of excluding "unlikely voters" can leave out those who are becoming newly activated.

That's why, in the months leading up to a national election, we at Echelon Insights switch not to a "likely voter" sample which arbitrarily excludes certain voters, but to our "Likely Electorate" (LE) frame, which accounts for voter turnout probability in how we weight our national survey.

Our Verified Voter Omnibus samples are matched to the L2 voter file to confirm registration status and incorporate data related to past voting history. The sample for this survey was weighted to characteristics of the 2022 "Likely Electorate" population, a frame which takes into account demographic and turnout characteristics of the 2022 electorate.
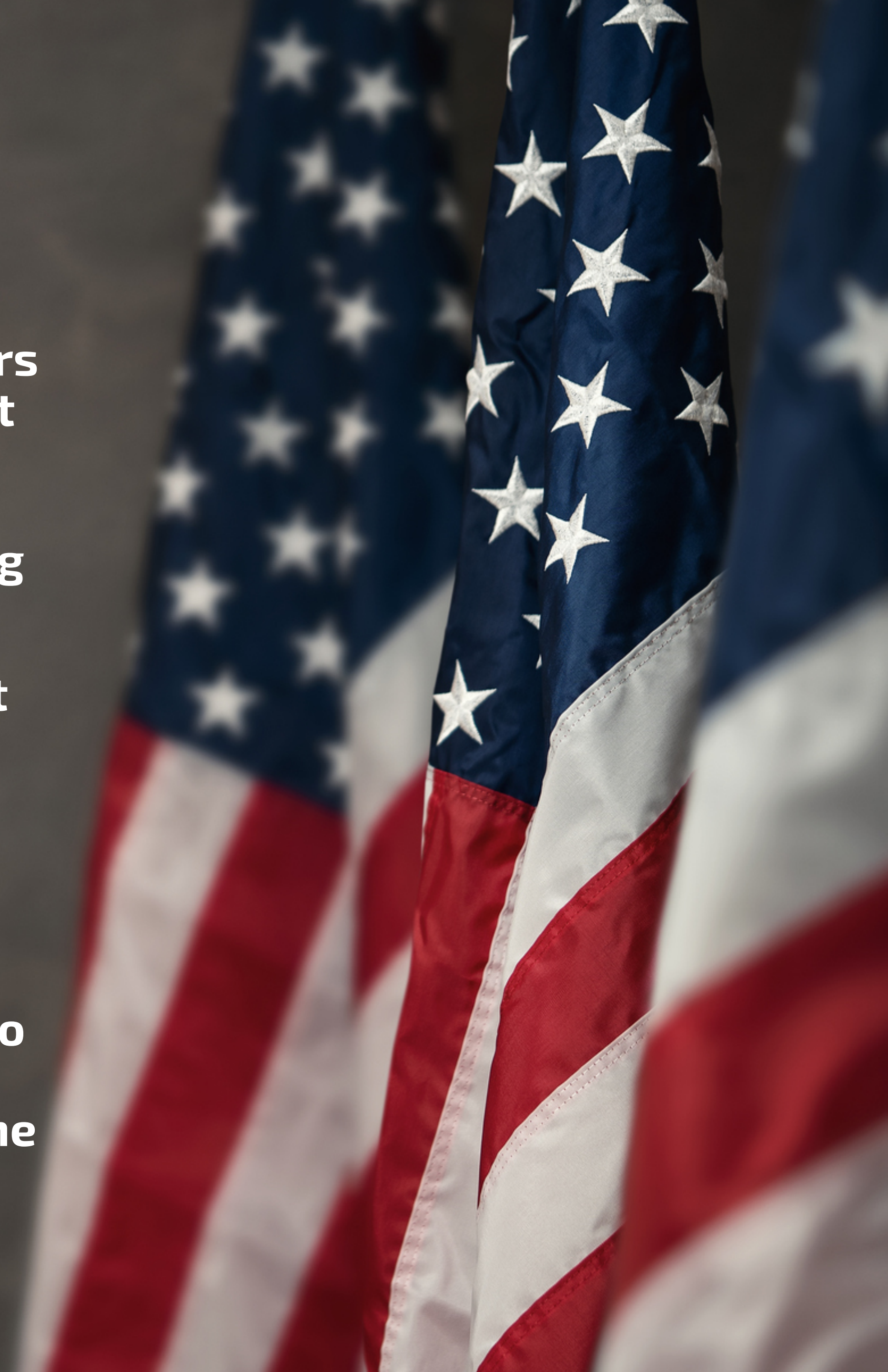
# Methodology

The May 2022 Echelon Insights Verified Voter Omnibus was fielded online from May 20-23, 2022 in English among a sample of N=1,020 voters in the Likely Electorate (LV) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange and matched to the L2 voter file.

The sample was weighted to population benchmarks for registered voters and the 2022 Likely Electorate on gender, age, race/ethnicity, education, region, party, and 2020 presidential vote adjusted for 2022 turnout probability. All benchmarks for the 2022 Likely Electorate were adjusted for turnout estimates based on a probabilistic model of the likely 2022 midterm electorate derived from the L2 voter file. Estimates for gender, age, and party were derived from the L2 voter file. Estimates for race/ethnicity and education were derived from the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement.

Data quality measures included the use of a trap question to check for attentiveness and measures to prevent and remove duplicate responses based on IP address and voter file matches.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.7 percentage points.

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## Verified Voter Omnibus

*Your questions answered by real voters*

Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.

By adding on to the Verified Voter Omnibus, you'll receive:

- Hands-on assistance with drafting your questions
- Full topline and crosstabs with key political trends questions included
- A customized slide deck with your results

Contact **omnibus@echeloninsights.com** for more information.