

# YouGov Survey: Movie Theater Etiquette



Sample 1134 U.S. adult citizens  
 Conducted October 9 - 12, 2024  
 Margin of Error ±4.2%

## 1. How do you feel about watching movies in theaters?

Love it	26%
Like it	47%
Dislike it	15%
Hate it	6%
Not sure	7%

## 2. How often do you watch a movie in theaters?

At least once a week	2%
A few times a month	4%
Once a month	9%
A few times a year	30%
Once a year	10%
Hardly ever	28%
Never	16%
Not sure	1%

## 3. Have you ever...?

	Yes	No	Not sure
Been to a drive-in movie theater	67%	31%	1%
Watched a movie in 3D or IMAX	67%	29%	3%
Snuck food or drinks into a movie theater	63%	35%	2%
Watched a movie in a theater by yourself	43%	55%	2%
Walked out of a movie you were watching in a theater and weren't enjoying	40%	56%	4%
Fallen asleep during a movie in a theater	39%	58%	3%
Been to a movie theater where meals are served during the film	35%	63%	2%
Watched multiple movies in theaters in one day	31%	67%	2%
Snuck into a movie without buying a ticket	12%	87%	1%

## 4. Do you consider it to be generally acceptable or unacceptable for a movie theater to do the following?

	Acceptable	Unaccept- able	Not sure
Ban the use of phones during the movie	78%	14%	8%
Have theater staff enforce a no-talking policy	65%	19%	15%

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Require anyone under 18 to be accompanied by an adult	60%	25%	16%
Sell alcohol	47%	40%	13%
Implement assigned seating	45%	38%	17%
Ban outside food and drinks	40%	43%	16%
Not allow children under 6 to attend any movies	39%	40%	21%
Refuse entry after a movie has started	36%	46%	18%
Charge extra for prime seating locations	29%	55%	16%

5. Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Acceptable	Unaccept- able	Not sure
Leave to use the bathroom during the movie	92%	3%	5%
Leave before the credits finish	86%	9%	6%
Applaud at the end of the movie	86%	7%	7%
Leave before the movie ends	80%	11%	9%
Talk in a whisper with someone in the theater	71%	19%	10%
Laugh loudly	64%	21%	15%
Save seats for others who haven't arrived	58%	24%	18%
Applaud during the movie	57%	26%	18%
Bring outside food or drinks	56%	27%	17%
Arrive after the movie has started	54%	28%	18%
Text on their phone	36%	50%	13%
Sing along to music in the movie	33%	47%	20%
Make out with someone	32%	52%	16%
Take off their shoes	24%	64%	12%
Cry loudly	22%	59%	19%
Bring a child under age 3	20%	54%	26%
Take a photo or video	18%	68%	14%
Yell at a stranger who they think is violating theater etiquette	17%	65%	18%
Talk at a regular volume with someone in the theater	11%	81%	8%
Eat or drink loudly	10%	78%	13%
Put their feet on the seat in front of them	7%	84%	9%
Bring a dog that is not a service animal	7%	82%	10%
Reveal plot points before they happen	6%	87%	7%
Leave trash at your seat when exiting	6%	88%	6%
Talk on their phone	6%	88%	7%
Video chat on their phone	4%	90%	6%

6. Which would you be most likely to do if someone was behaving in a way you found unacceptable at a movie theater?

Ask a theater employee to address the problem	43%
Do nothing	18%
Quietly ask them to stop	16%
Glare silently at them	7%
Loudly ask them to stop	2%
Throw popcorn at them	1%
Something else	3%
Not sure	10%

7. Which of the following do you enjoy eating when watching a movie in theaters? Select all that apply.

Popcorn	74%
M&M's	32%
Reese's Pieces	23%
Nachos	22%
Raisinets	21%
Hot dogs	20%
Pizza	20%
Twizzlers	19%
Junior Mints	19%
Pretzels	19%
Slushies	17%
Milk Duds	16%
Skittles	15%
Ice cream	14%
Starburst	12%
Mike and Ike	11%
Sour Patch Kids	10%
Red Vines	9%
Sno-Caps	7%
Buncha Crunch	7%
Juicyfruits	7%
None of the above	9%

# YouGov Survey: Movie Theater Etiquette



<b>Interviewing Dates</b>	October 9 - 12, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.053 to 5.27, with a mean of one and a standard deviation of 1.047.
<b>Number of respondents</b>	1134
<b>Margin of error</b>	± 4.2% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	90 questions not reported.

# YouGov Survey: Movie Theater Etiquette

October 9 - 12, 2024 - 1134 U.S. adult citizens



## 1. Views on Watching Movies in Theater

How do you feel about watching movies in theaters?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	26%	26%	25%	38%	32%	22%	15%	23%	32%	35%	22%
Like it	47%	42%	51%	43%	43%	52%	45%	48%	46%	43%	45%
Dislike it	15%	18%	12%	7%	14%	15%	23%	17%	7%	11%	20%
Hate it	6%	6%	6%	4%	5%	6%	8%	6%	3%	9%	3%
Not sure	7%	8%	6%	8%	5%	5%	10%	6%	12%	3%	10%
Totals	101%	100%	100%	100%	99%	100%	101%	100%	100%	101%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	26%	30%	19%	29%	30%	24%	22%	36%	27%	25%	22%	29%	26%
Like it	47%	48%	43%	49%	47%	47%	50%	43%	49%	52%	45%	49%	41%
Dislike it	15%	9%	23%	12%	10%	16%	14%	12%	15%	12%	18%	10%	21%
Hate it	6%	5%	6%	6%	5%	8%	6%	6%	6%	5%	8%	5%	6%
Not sure	7%	8%	8%	4%	8%	4%	8%	2%	4%	6%	8%	7%	7%
Totals	101%	100%	99%	100%	100%	99%	100%	99%	101%	100%	101%	100%	101%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

# YouGov Survey: Movie Theater Etiquette

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## 2. Frequency of Watching Movie in Theater

How often do you watch a movie in theaters?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
At least once a week	2%	3%	1%	4%	2%	1%	2%	2%	4%	1%	1%
A few times a month	4%	4%	4%	12%	3%	1%	2%	3%	9%	2%	8%
Once a month	9%	10%	8%	10%	16%	7%	3%	8%	16%	7%	9%
A few times a year	30%	26%	34%	30%	37%	30%	24%	33%	20%	33%	19%
Once a year	10%	11%	8%	12%	7%	9%	10%	10%	4%	10%	13%
Hardly ever	28%	30%	26%	20%	17%	34%	38%	29%	24%	25%	27%
Never	16%	15%	17%	10%	17%	16%	22%	14%	21%	20%	21%
Not sure	1%	1%	1%	2%	0%	2%	0%	1%	2%	2%	1%
Totals	100%	100%	99%	100%	99%	100%	101%	100%	100%	100%	99%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
At least once a week	2%	2%	1%	4%	3%	2%	2%	4%	1%	3%	4%	1%	2%
A few times a month	4%	5%	2%	5%	3%	3%	5%	4%	3%	4%	1%	4%	6%
Once a month	9%	8%	6%	13%	11%	10%	7%	10%	14%	8%	8%	11%	8%
A few times a year	30%	37%	25%	28%	37%	30%	23%	34%	42%	32%	26%	34%	26%
Once a year	10%	10%	8%	11%	11%	11%	7%	11%	11%	11%	9%	9%	10%
Hardly ever	28%	22%	33%	28%	22%	30%	34%	27%	17%	31%	34%	24%	26%
Never	16%	15%	23%	11%	12%	14%	21%	10%	11%	11%	16%	16%	20%
Not sure	1%	0%	3%	0%	1%	0%	1%	1%	0%	0%	2%	1%	1%
Totals	100%	99%	101%	100%	100%	100%	100%	101%	99%	100%	100%	100%	99%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

# YouGov Survey: Movie Theater Etiquette

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## 3A. Movie Theater Experiences — Been to a drive-in movie theater

Have you ever... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	67%	64%	70%	33%	52%	83%	93%	71%	64%	55%	60%
No	31%	34%	29%	62%	48%	16%	7%	28%	31%	44%	37%
Not sure	1%	2%	1%	5%	1%	1%	0%	1%	5%	1%	3%
Totals	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	67%	65%	65%	73%	69%	77%	61%	72%	80%	68%	76%	64%	64%
No	31%	34%	33%	26%	29%	23%	37%	27%	20%	31%	24%	33%	34%
Not sure	1%	1%	2%	1%	1%	0%	2%	1%	0%	1%	1%	2%	1%
Totals	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%	99%	99%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 3B. Movie Theater Experiences — Watched a movie in 3D or IMAX

Have you ever...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	67%	67%	68%	71%	75%	66%	57%	68%	62%	61%	79%
No	29%	30%	29%	23%	23%	32%	39%	29%	32%	34%	18%
Not sure	3%	4%	3%	6%	2%	2%	4%	3%	6%	4%	2%
Totals	99%	101%	100%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(1,132)	(509)	(623)	(226)	(184)	(407)	(315)	(737)	(155)	(126)	(114)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	67%	70%	64%	68%	74%	66%	57%	79%	78%	67%	69%	66%	67%
No	29%	27%	32%	30%	23%	32%	39%	18%	21%	29%	26%	31%	31%
Not sure	3%	4%	4%	2%	3%	2%	4%	3%	1%	4%	5%	3%	2%
Totals	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,132)	(426)	(416)	(290)	(500)	(413)	(428)	(287)	(278)	(203)	(256)	(410)	(263)



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## 3C. Movie Theater Experiences — Snuck food or drinks into a movie theater

Have you ever...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	63%	59%	67%	57%	75%	64%	55%	64%	63%	60%	65%
No	35%	40%	31%	38%	23%	35%	45%	35%	34%	39%	28%
Not sure	2%	1%	2%	5%	1%	1%	1%	1%	2%	1%	8%
Totals	100%	100%	100%	100%	99%	100%	101%	100%	99%	100%	101%
Unweighted N	(1,133)	(510)	(623)	(226)	(184)	(409)	(314)	(738)	(154)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	63%	63%	60%	67%	68%	63%	60%	64%	72%	60%	69%	63%	59%
No	35%	34%	39%	32%	29%	36%	37%	35%	28%	38%	29%	35%	39%
Not sure	2%	2%	2%	1%	3%	1%	3%	1%	0%	2%	1%	2%	2%
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,133)	(425)	(417)	(291)	(499)	(415)	(429)	(287)	(279)	(204)	(256)	(410)	(263)

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## 3D. Movie Theater Experiences — Watched a movie in a theater by yourself

Have you ever... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	43%	52%	35%	40%	40%	48%	41%	43%	50%	35%	48%
No	55%	45%	64%	58%	55%	50%	58%	55%	48%	64%	47%
Not sure	2%	3%	1%	2%	4%	2%	1%	2%	2%	1%	5%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,132)	(509)	(623)	(226)	(184)	(409)	(313)	(737)	(155)	(126)	(114)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	43%	50%	33%	47%	50%	45%	37%	47%	52%	46%	37%	43%	46%
No	55%	48%	65%	51%	48%	55%	62%	50%	44%	52%	62%	53%	53%
Not sure	2%	1%	2%	3%	2%	1%	1%	3%	4%	2%	1%	4%	1%
Totals	100%	99%	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,132)	(424)	(417)	(291)	(498)	(415)	(428)	(286)	(279)	(205)	(256)	(410)	(261)

# YouGov Survey: Movie Theater Etiquette

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## 3E. Movie Theater Experiences — Walked out of a movie you were watching in a theater and weren't enjoying

Have you ever...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	40%	40%	40%	44%	30%	44%	41%	44%	31%	38%	22%
No	56%	55%	57%	52%	66%	51%	56%	53%	58%	59%	70%
Not sure	4%	5%	4%	4%	4%	6%	3%	3%	11%	2%	7%
Totals	100%	100%	101%	100%	100%	101%	100%	100%	100%	99%	99%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	40%	39%	38%	42%	39%	44%	35%	46%	40%	42%	30%	41%	46%
No	56%	56%	56%	56%	58%	53%	57%	52%	58%	55%	66%	53%	52%
Not sure	4%	4%	6%	2%	3%	3%	8%	2%	2%	3%	3%	7%	2%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 3F. Movie Theater Experiences — Fallen asleep during a movie in a theater

Have you ever...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	39%	42%	36%	40%	31%	43%	42%	37%	52%	34%	41%
No	58%	55%	61%	55%	68%	54%	56%	60%	44%	60%	57%
Not sure	3%	3%	3%	5%	2%	3%	3%	2%	4%	6%	2%
Totals	100%	100%	100%	100%	101%	100%	101%	99%	100%	100%	100%
Unweighted N	(1,130)	(509)	(621)	(226)	(182)	(409)	(313)	(736)	(154)	(126)	(114)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	39%	41%	39%	37%	38%	36%	36%	42%	41%	40%	43%	41%	31%
No	58%	57%	56%	61%	59%	61%	61%	56%	54%	59%	53%	57%	63%
Not sure	3%	3%	5%	1%	3%	3%	3%	3%	5%	1%	3%	2%	5%
Totals	100%	101%	100%	99%	100%	100%	100%	101%	100%	100%	99%	100%	99%
Unweighted N	(1,130)	(424)	(416)	(290)	(498)	(414)	(428)	(284)	(279)	(205)	(256)	(408)	(261)

# YouGov Survey: Movie Theater Etiquette

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## 3G. Movie Theater Experiences — Been to a movie theater where meals are served during the film

Have you ever... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	35%	31%	40%	33%	49%	33%	26%	34%	38%	37%	38%
No	63%	66%	59%	63%	50%	65%	73%	64%	56%	62%	61%
Not sure	2%	3%	1%	5%	1%	1%	1%	1%	6%	1%	1%
Totals	100%	100%	100%	101%	100%	99%	100%	99%	100%	100%	100%
Unweighted N	(1,130)	(510)	(620)	(226)	(183)	(406)	(315)	(735)	(154)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	35%	40%	28%	39%	43%	36%	28%	40%	53%	30%	35%	38%	36%
No	63%	58%	70%	59%	55%	63%	70%	58%	47%	69%	62%	60%	62%
Not sure	2%	1%	2%	2%	2%	2%	3%	2%	1%	1%	3%	2%	2%
Totals	100%	99%	100%	100%	100%	101%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,130)	(424)	(417)	(289)	(499)	(413)	(426)	(286)	(279)	(205)	(253)	(409)	(263)

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## 3H. Movie Theater Experiences — Watched multiple movies in theaters in one day

Have you ever... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	31%	36%	27%	31%	31%	36%	25%	28%	37%	39%	41%
No	67%	63%	71%	68%	67%	61%	73%	71%	57%	61%	59%
Not sure	2%	2%	2%	1%	2%	3%	2%	2%	6%	0%	1%
Totals	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(1,131)	(508)	(623)	(226)	(184)	(408)	(313)	(736)	(155)	(125)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	31%	36%	26%	32%	36%	31%	28%	33%	41%	34%	25%	32%	34%
No	67%	63%	71%	67%	62%	69%	69%	64%	59%	61%	73%	66%	66%
Not sure	2%	2%	4%	1%	2%	0%	3%	3%	0%	5%	2%	2%	0%
Totals	100%	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,131)	(424)	(417)	(290)	(498)	(414)	(428)	(287)	(278)	(205)	(256)	(409)	(261)

# YouGov Survey: Movie Theater Etiquette

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## 3I. Movie Theater Experiences — Snuck into a movie without buying a ticket

Have you ever... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	12%	12%	11%	12%	12%	14%	7%	9%	15%	20%	14%
No	87%	87%	87%	86%	88%	83%	93%	91%	79%	77%	86%
Not sure	1%	1%	2%	2%	0%	3%	0%	0%	5%	3%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(1,132)	(509)	(623)	(226)	(184)	(408)	(314)	(736)	(155)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	12%	14%	9%	11%	14%	10%	13%	10%	12%	14%	9%	11%	13%
No	87%	85%	87%	89%	85%	90%	84%	89%	86%	84%	91%	87%	85%
Not sure	1%	1%	3%	0%	1%	0%	3%	0%	2%	2%	0%	2%	1%
Totals	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(1,132)	(425)	(417)	(290)	(499)	(414)	(429)	(287)	(278)	(205)	(255)	(410)	(262)

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## 4A. Acceptability of Movie Theater Rules — Ban the use of phones during the movie

Do you consider it to be generally acceptable or unacceptable for a movie theater to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	78%	78%	78%	50%	77%	85%	92%	83%	59%	76%	69%
Unacceptable	14%	13%	15%	32%	16%	8%	4%	11%	30%	8%	20%
Not sure	8%	9%	8%	18%	7%	7%	4%	6%	12%	17%	11%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	78%	79%	75%	79%	86%	81%	74%	78%	87%	78%	84%	71%	82%
Unacceptable	14%	13%	12%	18%	7%	15%	15%	16%	10%	17%	8%	19%	9%
Not sure	8%	8%	13%	4%	6%	4%	11%	6%	3%	5%	8%	10%	9%
Totals	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)



# YouGov Survey: Movie Theater Etiquette

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## 4B. Acceptability of Movie Theater Rules — Have theater staff enforce a no-talking policy

Do you consider it to be generally acceptable or unacceptable for a movie theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	65%	68%	63%	59%	68%	67%	67%	69%	59%	54%	61%
Unacceptable	19%	18%	21%	24%	18%	18%	18%	17%	21%	30%	15%
Not sure	15%	14%	16%	16%	14%	15%	15%	13%	20%	16%	24%
Totals	99%	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,133)	(509)	(624)	(226)	(184)	(409)	(314)	(737)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	65%	67%	62%	67%	71%	70%	58%	71%	80%	70%	73%	58%	67%
Unacceptable	19%	15%	22%	20%	15%	18%	22%	17%	10%	20%	14%	23%	17%
Not sure	15%	18%	16%	12%	13%	12%	20%	12%	10%	9%	13%	19%	16%
Totals	99%	100%	100%	99%	99%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,133)	(426)	(416)	(291)	(499)	(415)	(429)	(287)	(279)	(205)	(256)	(409)	(263)

# YouGov Survey: Movie Theater Etiquette

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## 4C. Acceptability of Movie Theater Rules — Require anyone under 18 to be accompanied by an adult

Do you consider it to be generally acceptable or unacceptable for a movie theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	60%	56%	63%	61%	65%	58%	55%	59%	68%	56%	60%
Unacceptable	25%	25%	24%	22%	23%	24%	30%	26%	20%	21%	30%
Not sure	16%	19%	13%	17%	12%	17%	15%	15%	12%	23%	10%
Totals	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,133)	(509)	(624)	(226)	(184)	(408)	(315)	(737)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	60%	61%	57%	61%	56%	61%	65%	58%	60%	59%	65%	61%	53%
Unacceptable	25%	25%	21%	28%	26%	26%	19%	28%	26%	28%	25%	24%	24%
Not sure	16%	14%	21%	11%	17%	12%	16%	13%	13%	13%	11%	15%	23%
Totals	101%	100%	99%	100%	99%	99%	100%	99%	99%	100%	101%	100%	100%
Unweighted N	(1,133)	(426)	(417)	(290)	(500)	(414)	(429)	(287)	(278)	(205)	(256)	(409)	(263)

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## 4D. Acceptability of Movie Theater Rules — Sell alcohol

Do you consider it to be generally acceptable or unacceptable for a movie theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	47%	51%	43%	38%	65%	47%	35%	49%	43%	42%	42%
Unacceptable	40%	36%	44%	46%	25%	39%	53%	40%	40%	45%	33%
Not sure	13%	13%	13%	17%	10%	13%	12%	11%	17%	13%	26%
Totals	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%	101%
Unweighted N	(1,133)	(510)	(623)	(226)	(184)	(408)	(315)	(737)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	47%	53%	40%	47%	58%	44%	39%	50%	62%	49%	52%	46%	41%
Unacceptable	40%	33%	41%	47%	30%	47%	44%	44%	24%	39%	36%	39%	47%
Not sure	13%	13%	18%	6%	12%	9%	17%	6%	13%	12%	13%	14%	12%
Totals	100%	99%	99%	100%	100%	100%	100%	100%	99%	100%	101%	99%	100%
Unweighted N	(1,133)	(425)	(417)	(291)	(499)	(415)	(428)	(287)	(279)	(204)	(256)	(410)	(263)

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## 4E. Acceptability of Movie Theater Rules — Implement assigned seating

Do you consider it to be generally acceptable or unacceptable for a movie theater to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	45%	49%	42%	47%	58%	40%	38%	47%	33%	54%	41%
Unacceptable	38%	33%	42%	28%	29%	46%	45%	37%	48%	31%	39%
Not sure	17%	18%	15%	25%	13%	14%	17%	16%	19%	15%	20%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	45%	52%	40%	45%	57%	46%	35%	49%	64%	44%	46%	43%	50%
Unacceptable	38%	32%	40%	42%	31%	38%	42%	38%	26%	42%	33%	41%	35%
Not sure	17%	16%	20%	13%	12%	16%	22%	13%	9%	14%	21%	16%	15%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 4F. Acceptability of Movie Theater Rules — Ban outside food and drinks

Do you consider it to be generally acceptable or unacceptable for a movie theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	40%	43%	38%	32%	38%	41%	50%	46%	34%	22%	38%
Unacceptable	43%	41%	45%	47%	43%	45%	37%	40%	48%	59%	42%
Not sure	16%	15%	17%	21%	18%	14%	13%	15%	18%	20%	19%
Totals	99%	99%	100%	100%	99%	100%	100%	101%	100%	101%	99%
Unweighted N	(1,131)	(508)	(623)	(226)	(184)	(409)	(312)	(735)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	40%	39%	37%	46%	39%	48%	39%	40%	50%	40%	51%	39%	33%
Unacceptable	43%	43%	46%	40%	44%	39%	42%	45%	39%	47%	36%	42%	49%
Not sure	16%	18%	17%	14%	17%	13%	19%	15%	12%	13%	13%	19%	18%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,131)	(425)	(416)	(290)	(498)	(414)	(428)	(286)	(279)	(205)	(254)	(410)	(262)

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## 4G. Acceptability of Movie Theater Rules — Not allow children under 6 to attend any movies

Do you consider it to be generally acceptable or unacceptable for a movie theater to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	39%	48%	30%	39%	38%	37%	41%	39%	45%	32%	38%
Unacceptable	40%	34%	45%	39%	44%	40%	36%	41%	39%	45%	28%
Not sure	21%	18%	24%	22%	18%	23%	23%	21%	15%	24%	35%
Totals	100%	100%	99%	100%	100%	100%	100%	101%	99%	101%	101%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	39%	37%	32%	48%	39%	45%	36%	40%	44%	36%	41%	38%	38%
Unacceptable	40%	40%	44%	36%	39%	38%	39%	44%	33%	44%	39%	40%	38%
Not sure	21%	23%	25%	16%	22%	17%	25%	15%	23%	20%	20%	22%	23%
Totals	100%	100%	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 4H. Acceptability of Movie Theater Rules — Refuse entry after a movie has started

Do you consider it to be generally acceptable or unacceptable for a movie theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	36%	38%	33%	36%	34%	36%	36%	40%	22%	29%	33%
Unacceptable	46%	45%	48%	46%	49%	46%	45%	43%	59%	48%	49%
Not sure	18%	17%	19%	18%	17%	18%	19%	17%	18%	23%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	36%	35%	30%	43%	37%	44%	32%	45%	40%	39%	39%	33%	34%
Unacceptable	46%	46%	47%	46%	44%	40%	47%	43%	41%	44%	44%	49%	45%
Not sure	18%	19%	23%	12%	19%	16%	21%	13%	20%	17%	17%	18%	21%
Totals	100%	100%	100%	101%	100%	100%	100%	101%	101%	100%	100%	100%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 4I. Acceptability of Movie Theater Rules — Charge extra for prime seating locations

Do you consider it to be generally acceptable or unacceptable for a movie theater to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	29%	34%	25%	40%	32%	26%	21%	30%	23%	27%	37%
Unacceptable	55%	51%	59%	42%	52%	62%	60%	56%	60%	55%	41%
Not sure	16%	15%	16%	18%	16%	12%	19%	14%	16%	18%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	29%	33%	20%	34%	31%	31%	27%	35%	34%	37%	26%	27%	29%
Unacceptable	55%	53%	59%	53%	56%	55%	53%	54%	56%	51%	56%	55%	58%
Not sure	16%	14%	20%	13%	13%	13%	20%	10%	10%	12%	17%	18%	13%
Totals	100%	100%	99%	100%	100%	99%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)



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## 5A. Acceptability of Behaviors at Movie Theaters — Leave to use the bathroom during the movie

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	92%	93%	91%	78%	93%	97%	96%	93%	91%	90%	87%
Unacceptable	3%	3%	4%	10%	3%	1%	3%	3%	5%	2%	7%
Not sure	5%	5%	5%	12%	5%	3%	1%	4%	5%	9%	6%
Totals	100%	101%	100%	100%	101%	101%	100%	100%	101%	101%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	92%	93%	91%	92%	93%	93%	89%	91%	97%	91%	95%	90%	93%
Unacceptable	3%	4%	2%	5%	3%	4%	4%	6%	1%	5%	1%	4%	3%
Not sure	5%	3%	8%	3%	4%	3%	7%	3%	2%	4%	3%	6%	4%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

# YouGov Survey: Movie Theater Etiquette

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## 5B. Acceptability of Behaviors at Movie Theaters — Leave before the credits finish

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	86%	85%	86%	69%	85%	91%	93%	87%	78%	83%	89%
Unacceptable	9%	9%	8%	19%	11%	4%	4%	8%	13%	7%	6%
Not sure	6%	6%	6%	12%	4%	5%	3%	4%	9%	11%	4%
Totals	101%	100%	100%	100%	100%	100%	100%	99%	100%	101%	99%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	86%	84%	86%	87%	87%	88%	84%	83%	89%	86%	91%	84%	83%
Unacceptable	9%	9%	5%	12%	7%	10%	7%	15%	6%	9%	4%	9%	12%
Not sure	6%	7%	9%	1%	6%	2%	8%	2%	4%	5%	5%	7%	5%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 5C. Acceptability of Behaviors at Movie Theaters — Applaud at the end of the movie

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	86%	84%	87%	70%	86%	90%	92%	87%	86%	84%	80%
Unacceptable	7%	9%	6%	16%	9%	3%	4%	7%	4%	8%	16%
Not sure	7%	7%	7%	14%	5%	7%	4%	7%	10%	8%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,133)	(509)	(624)	(226)	(184)	(409)	(314)	(738)	(154)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	86%	87%	81%	89%	88%	89%	82%	85%	95%	90%	90%	83%	83%
Unacceptable	7%	7%	8%	7%	5%	6%	7%	10%	2%	5%	5%	8%	10%
Not sure	7%	6%	11%	4%	7%	5%	11%	6%	3%	5%	5%	9%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,133)	(425)	(417)	(291)	(499)	(415)	(428)	(287)	(279)	(205)	(255)	(410)	(263)

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## 5D. Acceptability of Behaviors at Movie Theaters — Leave before the movie ends

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	80%	79%	80%	64%	84%	84%	84%	79%	82%	77%	87%
Unacceptable	11%	13%	9%	20%	9%	7%	10%	12%	9%	10%	7%
Not sure	9%	7%	11%	16%	7%	9%	7%	9%	9%	13%	5%
Totals	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%	99%
Unweighted N	(1,133)	(510)	(623)	(226)	(184)	(408)	(315)	(737)	(155)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	80%	84%	77%	78%	84%	81%	78%	79%	86%	79%	79%	79%	84%
Unacceptable	11%	8%	10%	15%	8%	12%	8%	15%	9%	12%	11%	11%	9%
Not sure	9%	7%	13%	7%	8%	7%	13%	6%	5%	9%	10%	10%	7%
Totals	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,133)	(426)	(416)	(291)	(499)	(415)	(428)	(287)	(279)	(205)	(256)	(409)	(263)

# YouGov Survey: Movie Theater Etiquette

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## 5E. Acceptability of Behaviors at Movie Theaters — Talk in a whisper with someone in the theater

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	71%	66%	75%	69%	75%	68%	72%	70%	77%	63%	80%
Unacceptable	19%	23%	16%	18%	16%	22%	21%	20%	14%	23%	13%
Not sure	10%	11%	9%	13%	9%	10%	8%	10%	9%	14%	7%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	71%	72%	68%	73%	74%	71%	71%	69%	75%	72%	74%	73%	63%
Unacceptable	19%	17%	19%	22%	16%	23%	17%	24%	18%	18%	17%	19%	24%
Not sure	10%	11%	13%	5%	10%	5%	11%	7%	7%	10%	9%	9%	13%
Totals	100%	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 5F. Acceptability of Behaviors at Movie Theaters — Laugh loudly

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	64%	63%	65%	38%	71%	75%	64%	67%	65%	50%	58%
Unacceptable	21%	24%	19%	36%	17%	13%	24%	20%	24%	23%	27%
Not sure	15%	14%	16%	26%	11%	12%	12%	13%	11%	27%	15%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	64%	65%	61%	67%	68%	71%	59%	70%	73%	65%	75%	61%	58%
Unacceptable	21%	22%	17%	26%	20%	20%	23%	18%	19%	20%	14%	23%	26%
Not sure	15%	14%	22%	7%	12%	9%	18%	12%	7%	15%	11%	16%	16%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 5G. Acceptability of Behaviors at Movie Theaters — Save seats for others who haven't arrived

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	58%	55%	61%	41%	64%	60%	66%	62%	54%	49%	49%
Unacceptable	24%	27%	21%	32%	22%	23%	19%	21%	28%	29%	32%
Not sure	18%	18%	18%	27%	15%	17%	15%	17%	18%	21%	19%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,133)	(509)	(624)	(225)	(184)	(409)	(315)	(737)	(155)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	58%	57%	55%	63%	64%	62%	51%	61%	66%	61%	62%	54%	60%
Unacceptable	24%	25%	22%	24%	21%	24%	26%	23%	24%	25%	19%	28%	21%
Not sure	18%	17%	23%	12%	15%	14%	23%	16%	10%	14%	19%	18%	19%
Totals	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,133)	(426)	(416)	(291)	(500)	(414)	(428)	(287)	(279)	(205)	(255)	(410)	(263)

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## 5H. Acceptability of Behaviors at Movie Theaters — Applaud during the movie

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	57%	58%	56%	39%	56%	67%	59%	56%	67%	52%	52%
Unacceptable	26%	25%	26%	45%	26%	17%	20%	26%	20%	25%	32%
Not sure	18%	17%	18%	16%	19%	16%	21%	18%	12%	23%	16%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	57%	63%	49%	59%	60%	58%	50%	60%	62%	55%	57%	58%	57%
Unacceptable	26%	22%	27%	28%	23%	29%	29%	28%	24%	28%	21%	27%	26%
Not sure	18%	15%	24%	13%	18%	13%	21%	13%	14%	17%	21%	16%	17%
Totals	101%	100%	100%	100%	101%	100%	100%	101%	100%	100%	99%	101%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)



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## 5I. Acceptability of Behaviors at Movie Theaters — Bring outside food or drinks

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	56%	57%	55%	55%	68%	57%	43%	57%	57%	57%	45%
Unacceptable	27%	28%	26%	24%	18%	27%	38%	27%	26%	22%	31%
Not sure	17%	15%	19%	21%	15%	16%	18%	16%	17%	21%	23%
Totals	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%	99%
Unweighted N	(1,132)	(510)	(622)	(226)	(184)	(408)	(314)	(737)	(155)	(125)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	56%	60%	56%	52%	62%	51%	52%	62%	58%	69%	55%	52%	54%
Unacceptable	27%	24%	24%	34%	21%	33%	28%	25%	27%	24%	28%	30%	23%
Not sure	17%	16%	20%	14%	17%	16%	20%	14%	15%	7%	17%	18%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,132)	(426)	(416)	(290)	(500)	(413)	(427)	(287)	(279)	(205)	(255)	(409)	(263)

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## 5J. Acceptability of Behaviors at Movie Theaters — Arrive after the movie has started

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	54%	54%	54%	47%	65%	50%	55%	52%	56%	58%	62%
Unacceptable	28%	30%	26%	34%	22%	32%	24%	29%	29%	26%	19%
Not sure	18%	15%	20%	19%	13%	18%	21%	18%	14%	16%	18%
Totals	100%	99%	100%	100%	100%	100%	100%	99%	99%	100%	99%
Unweighted N	(1,133)	(510)	(623)	(225)	(184)	(409)	(315)	(737)	(155)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	54%	57%	53%	53%	57%	51%	55%	52%	53%	57%	58%	51%	54%
Unacceptable	28%	28%	22%	35%	26%	34%	24%	31%	32%	28%	23%	32%	28%
Not sure	18%	16%	25%	12%	17%	15%	20%	17%	14%	16%	19%	17%	18%
Totals	100%	101%	100%	100%	100%	100%	99%	100%	99%	101%	100%	100%	100%
Unweighted N	(1,133)	(426)	(417)	(290)	(500)	(414)	(428)	(287)	(279)	(204)	(256)	(410)	(263)

# YouGov Survey: Movie Theater Etiquette

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## 5K. Acceptability of Behaviors at Movie Theaters — Text on their phone

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	36%	34%	39%	44%	41%	34%	27%	32%	56%	30%	49%
Unacceptable	50%	55%	46%	34%	53%	51%	61%	57%	29%	44%	38%
Not sure	13%	11%	15%	21%	6%	15%	12%	11%	15%	26%	14%
Totals	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	36%	39%	29%	42%	33%	37%	36%	40%	31%	46%	33%	39%	27%
Unacceptable	50%	50%	52%	49%	56%	53%	50%	47%	57%	44%	58%	45%	56%
Not sure	13%	12%	18%	10%	11%	10%	15%	12%	12%	10%	10%	15%	17%
Totals	99%	101%	99%	101%	100%	100%	101%	99%	100%	100%	101%	99%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 5L. Acceptability of Behaviors at Movie Theaters — Sing along to music in the movie

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	33%	31%	36%	30%	34%	39%	27%	31%	47%	35%	31%
Unacceptable	47%	50%	43%	47%	47%	42%	52%	50%	34%	42%	47%
Not sure	20%	19%	21%	23%	19%	19%	21%	19%	19%	23%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	33%	38%	27%	35%	37%	33%	34%	36%	32%	38%	31%	33%	33%
Unacceptable	47%	40%	50%	50%	41%	50%	43%	46%	50%	46%	45%	45%	52%
Not sure	20%	21%	23%	15%	22%	17%	23%	19%	18%	16%	24%	23%	15%
Totals	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 5M. Acceptability of Behaviors at Movie Theaters — Make out with someone

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	32%	40%	26%	29%	45%	33%	21%	34%	35%	30%	22%
Unacceptable	52%	44%	59%	52%	42%	51%	64%	52%	46%	48%	67%
Not sure	16%	16%	15%	19%	13%	16%	15%	14%	19%	22%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	32%	31%	31%	36%	35%	34%	25%	39%	41%	44%	28%	30%	33%
Unacceptable	52%	53%	48%	55%	47%	55%	55%	49%	48%	44%	55%	55%	50%
Not sure	16%	16%	21%	9%	18%	11%	20%	12%	12%	13%	17%	16%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	101%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 5N. Acceptability of Behaviors at Movie Theaters — Take off their shoes

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	24%	23%	26%	28%	27%	22%	22%	25%	34%	17%	20%
Unacceptable	64%	67%	61%	59%	62%	66%	66%	66%	54%	61%	68%
Not sure	12%	10%	13%	13%	11%	12%	11%	10%	13%	21%	12%
Totals	100%	100%	100%	100%	100%	100%	99%	101%	101%	99%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	24%	23%	21%	29%	20%	28%	26%	25%	21%	25%	26%	27%	18%
Unacceptable	64%	66%	61%	64%	68%	65%	60%	66%	70%	64%	65%	60%	68%
Not sure	12%	10%	17%	7%	12%	7%	15%	9%	9%	11%	9%	13%	14%
Totals	100%	99%	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 50. Acceptability of Behaviors at Movie Theaters — Cry loudly

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	22%	24%	21%	10%	28%	31%	16%	26%	20%	12%	18%
Unacceptable	59%	59%	59%	64%	53%	53%	69%	58%	58%	59%	63%
Not sure	19%	17%	20%	26%	19%	17%	15%	16%	22%	30%	19%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,133)	(510)	(623)	(226)	(184)	(409)	(314)	(737)	(155)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	22%	25%	17%	26%	26%	23%	23%	21%	24%	31%	26%	19%	20%
Unacceptable	59%	57%	56%	64%	53%	65%	54%	65%	60%	56%	57%	61%	59%
Not sure	19%	18%	26%	11%	21%	13%	23%	14%	16%	13%	17%	21%	22%
Totals	100%	100%	99%	101%	100%	101%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(1,133)	(426)	(417)	(290)	(500)	(414)	(428)	(287)	(279)	(205)	(256)	(409)	(263)

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## 5P. Acceptability of Behaviors at Movie Theaters — Bring a child under age 3

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	20%	17%	23%	24%	23%	20%	14%	19%	28%	25%	6%
Unacceptable	54%	58%	50%	48%	45%	61%	57%	54%	45%	53%	66%
Not sure	26%	25%	28%	27%	32%	19%	29%	27%	26%	22%	28%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	20%	21%	19%	21%	17%	17%	21%	17%	19%	35%	15%	19%	16%
Unacceptable	54%	55%	47%	59%	58%	59%	49%	59%	57%	47%	56%	51%	60%
Not sure	26%	24%	34%	20%	25%	24%	30%	24%	24%	18%	29%	30%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)



# YouGov Survey: Movie Theater Etiquette

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## 5Q. Acceptability of Behaviors at Movie Theaters — Take a photo or video

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	18%	20%	17%	37%	17%	14%	8%	17%	25%	15%	25%
Unacceptable	68%	70%	66%	41%	72%	75%	79%	72%	60%	62%	55%
Not sure	14%	10%	16%	22%	10%	10%	14%	11%	15%	23%	20%
Totals	100%	100%	99%	100%	99%	99%	101%	100%	100%	100%	100%
Unweighted N	(1,133)	(509)	(624)	(226)	(184)	(408)	(315)	(738)	(154)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	18%	19%	17%	20%	15%	16%	20%	19%	18%	25%	20%	14%	19%
Unacceptable	68%	67%	66%	71%	73%	74%	62%	73%	73%	63%	71%	70%	66%
Not sure	14%	14%	17%	9%	12%	10%	18%	9%	9%	13%	9%	16%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(1,133)	(426)	(416)	(291)	(500)	(415)	(428)	(287)	(279)	(204)	(256)	(410)	(263)

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## 5R. Acceptability of Behaviors at Movie Theaters — Yell at a stranger who they think is violating theater etiquette

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	17%	19%	15%	14%	18%	21%	13%	17%	17%	18%	14%
Unacceptable	65%	62%	69%	64%	59%	63%	77%	66%	66%	65%	62%
Not sure	18%	19%	16%	21%	23%	17%	10%	17%	17%	17%	24%
Totals	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	17%	15%	15%	20%	13%	18%	19%	17%	17%	20%	14%	15%	20%
Unacceptable	65%	66%	62%	69%	66%	71%	64%	67%	64%	59%	67%	66%	68%
Not sure	18%	19%	23%	11%	21%	11%	17%	16%	19%	21%	19%	19%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 5S. Acceptability of Behaviors at Movie Theaters — Talk at a regular volume with someone in the theater

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	11%	11%	11%	21%	14%	7%	5%	9%	25%	12%	4%
Unacceptable	81%	83%	80%	66%	79%	86%	92%	85%	64%	78%	88%
Not sure	8%	6%	9%	14%	7%	8%	3%	7%	11%	9%	8%
Totals	100%	100%	100%	101%	100%	101%	100%	101%	100%	99%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	11%	13%	9%	11%	10%	11%	15%	9%	6%	15%	9%	12%	8%
Unacceptable	81%	81%	80%	84%	85%	82%	74%	86%	89%	78%	83%	80%	85%
Not sure	8%	7%	12%	4%	5%	7%	11%	5%	6%	8%	8%	8%	7%
Totals	100%	101%	101%	99%	100%	100%	100%	100%	101%	101%	100%	100%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 5T. Acceptability of Behaviors at Movie Theaters — Eat or drink loudly

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	10%	11%	9%	11%	12%	10%	6%	11%	5%	8%	11%
Unacceptable	78%	78%	78%	73%	73%	78%	86%	77%	82%	74%	83%
Not sure	13%	12%	13%	16%	15%	12%	8%	12%	13%	18%	6%
Totals	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,133)	(509)	(624)	(226)	(184)	(409)	(314)	(737)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	10%	10%	7%	12%	9%	11%	11%	8%	10%	11%	9%	10%	9%
Unacceptable	78%	78%	74%	81%	79%	81%	76%	82%	77%	81%	77%	78%	75%
Not sure	13%	11%	19%	7%	12%	8%	13%	10%	13%	8%	13%	12%	16%
Totals	101%	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,133)	(426)	(416)	(291)	(500)	(414)	(428)	(287)	(279)	(205)	(256)	(410)	(262)

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## 5U. Acceptability of Behaviors at Movie Theaters — Put their feet on the seat in front of them

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	7%	7%	7%	12%	11%	5%	3%	7%	11%	4%	7%
Unacceptable	84%	84%	83%	74%	79%	87%	93%	84%	84%	82%	85%
Not sure	9%	8%	10%	13%	10%	9%	4%	9%	5%	14%	7%
Totals	100%	99%	100%	99%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	7%	11%	4%	8%	10%	7%	10%	6%	5%	11%	6%	8%	5%
Unacceptable	84%	83%	82%	87%	85%	87%	79%	87%	89%	82%	86%	84%	83%
Not sure	9%	6%	15%	5%	5%	6%	11%	7%	6%	6%	8%	9%	12%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%	101%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 5V. Acceptability of Behaviors at Movie Theaters — Bring a dog that is not a service animal

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	7%	7%	8%	11%	9%	8%	2%	6%	14%	12%	1%
Unacceptable	82%	82%	82%	76%	77%	83%	93%	85%	78%	70%	85%
Not sure	10%	11%	10%	13%	14%	10%	5%	9%	8%	18%	14%
Totals	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	7%	7%	7%	8%	6%	7%	9%	10%	3%	10%	2%	10%	6%
Unacceptable	82%	83%	77%	87%	84%	87%	79%	82%	89%	82%	85%	82%	81%
Not sure	10%	10%	16%	5%	10%	7%	12%	8%	8%	8%	13%	9%	13%
Totals	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 5W. Acceptability of Behaviors at Movie Theaters — Reveal plot points before they happen

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	6%	6%	6%	13%	5%	5%	1%	6%	6%	8%	1%
Unacceptable	87%	87%	88%	78%	85%	90%	94%	89%	85%	83%	87%
Not sure	7%	7%	7%	9%	10%	5%	5%	6%	9%	9%	11%
Totals	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	6%	5%	3%	9%	6%	7%	6%	6%	3%	10%	3%	4%	8%
Unacceptable	87%	88%	86%	88%	86%	88%	83%	89%	92%	85%	93%	87%	83%
Not sure	7%	7%	11%	2%	8%	4%	10%	5%	4%	5%	4%	9%	9%
Totals	100%	100%	100%	99%	100%	99%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 5X. Acceptability of Behaviors at Movie Theaters — Leave trash at your seat when exiting

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	6%	7%	5%	11%	4%	5%	4%	6%	4%	8%	4%
Unacceptable	88%	86%	90%	78%	90%	90%	93%	89%	91%	82%	90%
Not sure	6%	7%	5%	12%	6%	5%	3%	5%	6%	10%	6%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	6%	4%	4%	10%	5%	10%	4%	6%	7%	10%	2%	4%	10%
Unacceptable	88%	90%	88%	87%	90%	88%	89%	88%	90%	87%	93%	91%	80%
Not sure	6%	6%	9%	4%	5%	3%	7%	6%	3%	4%	5%	5%	10%
Totals	100%	100%	101%	101%	100%	101%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)



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## 5Y. Acceptability of Behaviors at Movie Theaters — Talk on their phone

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	6%	6%	5%	17%	5%	2%	1%	5%	9%	4%	3%
Unacceptable	88%	88%	88%	66%	90%	95%	95%	89%	79%	88%	92%
Not sure	7%	6%	7%	17%	5%	3%	4%	5%	11%	9%	5%
Totals	101%	100%	100%	100%	100%	100%	100%	99%	99%	101%	100%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	6%	7%	2%	8%	3%	8%	6%	8%	2%	10%	2%	4%	8%
Unacceptable	88%	86%	89%	89%	92%	89%	84%	90%	93%	84%	91%	89%	87%
Not sure	7%	7%	9%	3%	5%	3%	10%	2%	5%	7%	7%	7%	5%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 5Z. Acceptability of Behaviors at Movie Theaters — Video chat on their phone

Do you consider it to be generally acceptable or unacceptable for someone watching a movie in a theater to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	4%	6%	3%	13%	4%	1%	0%	4%	7%	5%	3%
Unacceptable	90%	88%	92%	73%	92%	95%	98%	93%	80%	86%	92%
Not sure	6%	6%	5%	14%	4%	4%	2%	3%	14%	9%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	4%	6%	3%	4%	3%	3%	6%	2%	4%	5%	2%	4%	6%
Unacceptable	90%	90%	88%	93%	94%	95%	86%	95%	96%	92%	95%	88%	88%
Not sure	6%	4%	10%	3%	3%	1%	9%	3%	1%	3%	4%	8%	6%
Totals	100%	100%	101%	100%	100%	99%	101%	100%	101%	100%	101%	100%	100%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

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## 6. Response to Unacceptable Movie Theater Behavior

Which would you be most likely to do if someone was behaving in a way you found unacceptable at a movie theater?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Ask a theater employee to address the problem	43%	43%	43%	23%	37%	47%	60%	39%	58%	44%	42%
Do nothing	18%	18%	18%	28%	23%	12%	12%	18%	13%	18%	24%
Quietly ask them to stop	16%	15%	17%	21%	17%	16%	11%	19%	10%	13%	9%
Glare silently at them	7%	6%	8%	11%	7%	5%	6%	8%	4%	6%	10%
Loudly ask them to stop	2%	3%	1%	0%	3%	3%	0%	1%	5%	5%	0%
Throw popcorn at them	1%	1%	2%	4%	1%	1%	0%	1%	0%	5%	1%
Something else	3%	4%	2%	3%	3%	2%	2%	3%	1%	0%	5%
Not sure	10%	11%	10%	9%	9%	12%	9%	11%	9%	9%	9%
Totals	100%	101%	101%	99%	100%	98%	100%	100%	100%	100%	100%
Unweighted N	(1,133)	(509)	(624)	(226)	(183)	(409)	(315)	(737)	(155)	(126)	(115)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Ask a theater employee to address the problem	43%	46%	38%	45%	45%	42%	46%	42%	35%	46%	35%	46%	41%
Do nothing	18%	15%	21%	17%	17%	19%	13%	23%	23%	17%	26%	16%	15%
Quietly ask them to stop	16%	16%	16%	16%	16%	15%	14%	18%	22%	19%	12%	14%	21%
Glare silently at them	7%	8%	6%	8%	9%	6%	6%	8%	8%	8%	8%	8%	5%
Loudly ask them to stop	2%	2%	2%	2%	1%	2%	3%	0%	1%	1%	2%	2%	3%
Throw popcorn at them	1%	1%	1%	2%	1%	2%	2%	2%	1%	2%	1%	1%	3%
Something else	3%	1%	4%	2%	2%	3%	4%	0%	3%	0%	3%	4%	2%
Not sure	10%	10%	13%	8%	9%	10%	13%	6%	8%	7%	14%	10%	10%
Totals	100%	99%	101%	100%	100%	99%	101%	99%	101%	100%	101%	101%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,133)	(425)	(417)	(291)	(499)	(415)	(428)	(287)	(279)	(204)	(256)	(410)	(263)

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## 7. Movie Theater Snacks

Which of the following do you enjoy eating when watching a movie in theaters? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Popcorn	74%	68%	79%	64%	68%	78%	83%	76%	70%	72%	69%
M&M's	32%	30%	33%	25%	28%	39%	32%	31%	41%	24%	35%
Reese's Pieces	23%	22%	23%	13%	35%	25%	15%	21%	28%	20%	34%
Nachos	22%	20%	24%	23%	29%	26%	9%	18%	38%	27%	24%
Raisinets	21%	22%	21%	8%	21%	23%	31%	21%	24%	21%	20%
Hot dogs	20%	22%	19%	16%	21%	22%	21%	15%	40%	27%	27%
Pizza	20%	19%	21%	30%	27%	18%	7%	15%	35%	27%	27%
Twizzlers	19%	17%	20%	17%	19%	21%	17%	19%	27%	17%	7%
Junior Mints	19%	18%	19%	10%	16%	22%	24%	22%	9%	9%	20%
Pretzels	19%	14%	23%	22%	20%	20%	11%	18%	22%	14%	29%
Slushies	17%	12%	21%	24%	23%	13%	7%	11%	32%	34%	11%
Milk Duds	16%	19%	14%	12%	9%	22%	19%	16%	23%	14%	11%
Skittles	15%	16%	15%	21%	20%	13%	9%	14%	28%	12%	14%
Ice cream	14%	13%	15%	26%	20%	9%	6%	11%	28%	20%	11%
Starburst	12%	15%	9%	11%	16%	13%	7%	10%	24%	9%	18%
Mike and Ike	11%	14%	8%	12%	13%	12%	5%	11%	16%	2%	14%
Sour Patch Kids	10%	10%	11%	8%	21%	9%	3%	8%	18%	13%	16%
Red Vines	9%	9%	10%	7%	11%	10%	10%	9%	12%	13%	5%
Sno-Caps	7%	8%	7%	4%	4%	10%	10%	8%	10%	3%	3%
Buncha Crunch	7%	7%	8%	10%	11%	7%	1%	6%	13%	9%	6%
Juicyfruits	7%	10%	4%	7%	8%	6%	6%	6%	16%	2%	2%
None of the above	9%	14%	5%	14%	6%	9%	9%	9%	9%	10%	13%
Unweighted N	(1,134)	(510)	(624)	(226)	(184)	(409)	(315)	(738)	(155)	(126)	(115)

**YouGov Survey: Movie Theater Etiquette**  
 October 9 - 12, 2024 - 1134 U.S. adult citizens



	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Popcorn	74%	72%	73%	76%	76%	75%	72%	73%	76%	76%	82%	66%	77%
M&M's	32%	38%	29%	29%	36%	29%	32%	31%	35%	40%	31%	32%	26%
Reese's Pieces	23%	23%	24%	22%	22%	25%	24%	19%	31%	18%	29%	25%	17%
Nachos	22%	20%	28%	19%	23%	15%	24%	21%	20%	18%	20%	27%	19%
Raisinets	21%	23%	20%	22%	23%	26%	20%	23%	28%	30%	27%	18%	14%
Hot dogs	20%	22%	21%	17%	22%	16%	24%	19%	19%	19%	18%	23%	20%
Pizza	20%	20%	23%	17%	18%	15%	24%	15%	20%	16%	18%	24%	18%
Twizzlers	19%	21%	12%	24%	20%	21%	18%	19%	25%	24%	24%	15%	16%
Junior Mints	19%	19%	19%	18%	20%	21%	18%	21%	20%	19%	25%	16%	15%
Pretzels	19%	17%	20%	18%	17%	17%	16%	21%	21%	19%	20%	19%	16%
Slushies	17%	21%	18%	10%	17%	12%	16%	16%	20%	9%	21%	19%	15%
Milk Duds	16%	18%	15%	16%	17%	16%	16%	13%	20%	18%	21%	13%	15%
Skittles	15%	16%	13%	16%	14%	16%	16%	15%	16%	16%	21%	14%	12%
Ice cream	14%	16%	14%	13%	10%	15%	16%	13%	18%	21%	11%	11%	18%
Starburst	12%	10%	14%	11%	12%	11%	10%	12%	14%	10%	19%	12%	7%
Mike and Ike	11%	12%	10%	11%	11%	8%	10%	10%	15%	12%	22%	6%	6%
Sour Patch Kids	10%	12%	10%	9%	11%	8%	10%	12%	12%	10%	12%	13%	4%
Red Vines	9%	9%	8%	12%	12%	10%	9%	11%	10%	6%	12%	7%	14%
Sno-Caps	7%	6%	7%	9%	8%	9%	6%	8%	10%	17%	6%	6%	3%
Buncha Crunch	7%	9%	7%	6%	10%	7%	8%	6%	9%	11%	8%	5%	7%
Juicyfruits	7%	6%	6%	7%	4%	8%	4%	8%	10%	10%	7%	5%	7%
None of the above	9%	8%	11%	9%	9%	11%	9%	11%	5%	3%	8%	11%	12%
Unweighted N	(1,134)	(426)	(417)	(291)	(500)	(415)	(429)	(287)	(279)	(205)	(256)	(410)	(263)

# YouGov Survey: Movie Theater Etiquette

October 9 - 12, 2024 - 1134 U.S. adult citizens



<b>Interviewing Dates</b>	October 9 - 12, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.053 to 5.27, with a mean of one and a standard deviation of 1.047.
<b>Number of respondents</b>	1134
<b>Margin of error</b>	± 4.2% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	90 questions not reported.