

YouGov Survey: Movies and Morals



Sample 1135 U.S. adult citizens
Conducted September 4 - 8, 2025
Margin of Error $\pm 4.2\%$

1. How important do you consider the following values or messages to be in your own life?

	Very important	Somewhat important	Not very important	Not at all important	Not sure
Be true to yourself	75%	17%	3%	1%	3%
Empathy, compassion, and kindness	72%	21%	3%	1%	3%
Family matters	70%	19%	4%	3%	4%
Choices and consequences	69%	23%	3%	2%	4%
Courage in the face of fear or injustice	66%	26%	3%	1%	4%
Perseverance and resilience	64%	25%	4%	1%	6%
Teamwork and community	52%	37%	6%	1%	4%
Hope, redemption, and second chances	50%	37%	6%	2%	5%
Acceptance and inclusivity	46%	32%	11%	5%	6%
Friendship transforms and sustains	46%	34%	9%	3%	9%

2. Do you think you would generally enjoy movies that feature the following values or messages?

	Yes	No	Not sure
Perseverance and resilience	82%	5%	13%
Choices and consequences	79%	6%	15%
Courage in the face of fear or injustice	80%	7%	13%
Be true to yourself	76%	9%	15%
Empathy, compassion, and kindness	75%	9%	15%
Hope, redemption, and second chances	75%	10%	15%
Teamwork and community	72%	10%	19%
Family matters	67%	13%	19%
Friendship transforms and sustains	65%	12%	23%
Acceptance and inclusivity	60%	21%	19%

YouGov Survey: Movies and Morals



Interviewing Dates	September 4 - 8, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.053 to 6.727, with a mean of one and a standard deviation of 1.042.
Number of respondents	1135
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	75 questions not reported.

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1A. Importance of Values and Messages — Be true to yourself

How important do you consider the following values or messages to be in your own life?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	75%	71%	79%	71%	66%	80%	81%	72%	84%	83%	*
Somewhat important	17%	19%	16%	17%	22%	15%	16%	20%	8%	13%	*
Not very important	3%	4%	2%	4%	4%	2%	2%	4%	3%	1%	*
Not at all important	1%	2%	1%	2%	3%	0%	1%	1%	5%	1%	*
Not sure	3%	3%	3%	6%	4%	2%	0%	3%	0%	2%	*
Totals	99%	99%	101%	100%	99%	99%	100%	100%	100%	100%	*
Unweighted N	(1,126)	(534)	(592)	(237)	(260)	(344)	(285)	(744)	(147)	(149)	(86)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	75%	78%	78%	68%	83%	73%	76%	75%	77%	81%	76%	72%	76%
Somewhat important	17%	17%	14%	22%	15%	19%	15%	18%	18%	13%	18%	19%	17%
Not very important	3%	1%	4%	3%	2%	2%	2%	4%	4%	1%	1%	4%	4%
Not at all important	1%	2%	1%	2%	0%	2%	2%	1%	1%	0%	2%	2%	1%
Not sure	3%	2%	3%	4%	1%	3%	4%	3%	0%	5%	3%	3%	2%
Totals	99%	100%	100%	99%	101%	99%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,126)	(414)	(447)	(265)	(499)	(367)	(452)	(319)	(247)	(209)	(226)	(442)	(249)

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1B. Importance of Values and Messages — Empathy, compassion, and kindness

How important do you consider the following values or messages to be in your own life?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	72%	61%	83%	66%	67%	77%	77%	73%	76%	67%	*
Somewhat important	21%	29%	13%	22%	22%	18%	21%	20%	15%	29%	*
Not very important	3%	6%	0%	4%	5%	2%	1%	3%	2%	3%	*
Not at all important	1%	2%	0%	3%	2%	0%	0%	0%	6%	1%	*
Not sure	3%	2%	4%	5%	5%	2%	1%	3%	1%	0%	*
Totals	100%	100%	100%	100%	101%	99%	100%	99%	100%	100%	*
Unweighted N	(1,124)	(532)	(592)	(236)	(259)	(344)	(285)	(744)	(146)	(148)	(86)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	72%	82%	70%	66%	85%	66%	74%	67%	74%	64%	75%	76%	70%
Somewhat important	21%	14%	22%	25%	12%	27%	17%	27%	21%	28%	19%	17%	24%
Not very important	3%	2%	3%	4%	2%	4%	2%	3%	5%	3%	3%	3%	3%
Not at all important	1%	2%	1%	0%	1%	0%	2%	0%	0%	0%	0%	2%	1%
Not sure	3%	0%	4%	4%	0%	3%	4%	3%	0%	5%	3%	3%	2%
Totals	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,124)	(411)	(448)	(265)	(497)	(367)	(451)	(318)	(246)	(211)	(227)	(440)	(246)

1C. Importance of Values and Messages — Family matters

How important do you consider the following values or messages to be in your own life?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	70%	65%	74%	58%	62%	75%	81%	72%	61%	74%	*
Somewhat important	19%	21%	18%	31%	23%	13%	15%	18%	28%	14%	*
Not very important	4%	5%	3%	4%	4%	5%	3%	5%	4%	3%	*
Not at all important	3%	4%	1%	2%	5%	2%	1%	2%	6%	2%	*
Not sure	4%	5%	4%	5%	6%	5%	0%	3%	1%	8%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,122)	(533)	(589)	(234)	(258)	(345)	(285)	(744)	(147)	(146)	(85)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	70%	60%	67%	82%	68%	81%	64%	75%	80%	70%	70%	71%	67%
Somewhat important	19%	29%	17%	12%	23%	14%	21%	19%	15%	21%	21%	17%	21%
Not very important	4%	6%	6%	1%	6%	2%	5%	2%	4%	4%	4%	3%	7%
Not at all important	3%	3%	3%	1%	2%	1%	4%	2%	0%	0%	1%	4%	2%
Not sure	4%	1%	6%	4%	0%	3%	6%	2%	0%	4%	3%	5%	3%
Totals	100%	99%	99%	100%	99%	101%	100%	100%	99%	99%	99%	100%	100%
Unweighted N	(1,122)	(411)	(446)	(265)	(497)	(365)	(452)	(316)	(246)	(210)	(229)	(438)	(245)

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1D. Importance of Values and Messages — Choices and consequences

How important do you consider the following values or messages to be in your own life?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	69%	67%	70%	59%	65%	72%	76%	69%	70%	66%	*
Somewhat important	23%	23%	23%	22%	22%	24%	22%	24%	17%	20%	*
Not very important	3%	4%	3%	7%	5%	1%	1%	3%	4%	4%	*
Not at all important	2%	3%	0%	5%	3%	0%	0%	0%	5%	7%	*
Not sure	4%	3%	4%	7%	5%	2%	1%	4%	4%	3%	*
Totals	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,124)	(535)	(589)	(236)	(259)	(342)	(287)	(744)	(148)	(147)	(85)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	69%	63%	68%	75%	66%	74%	68%	68%	72%	70%	71%	68%	67%
Somewhat important	23%	26%	22%	20%	27%	22%	21%	25%	22%	24%	21%	25%	20%
Not very important	3%	6%	3%	1%	6%	1%	3%	3%	6%	2%	3%	2%	6%
Not at all important	2%	3%	2%	0%	0%	0%	4%	0%	0%	0%	0%	2%	4%
Not sure	4%	2%	5%	4%	1%	3%	5%	4%	0%	5%	5%	3%	3%
Totals	101%	100%	100%	100%	100%	100%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,124)	(411)	(448)	(265)	(496)	(367)	(452)	(317)	(246)	(208)	(227)	(442)	(247)

1E. Importance of Values and Messages — Courage in the face of fear or injustice

How important do you consider the following values or messages to be in your own life?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	66%	62%	69%	68%	60%	67%	69%	63%	80%	68%	*
Somewhat important	26%	28%	24%	18%	30%	28%	27%	29%	11%	27%	*
Not very important	3%	4%	1%	5%	3%	1%	2%	3%	1%	3%	*
Not at all important	1%	2%	0%	2%	3%	1%	0%	0%	7%	1%	*
Not sure	4%	3%	5%	6%	5%	3%	2%	4%	1%	1%	*
Totals	100%	99%	99%	99%	101%	100%	100%	99%	100%	100%	*
Unweighted N	(1,128)	(535)	(593)	(236)	(261)	(347)	(284)	(746)	(147)	(149)	(86)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	66%	69%	66%	62%	75%	63%	68%	67%	66%	67%	67%	65%	65%
Somewhat important	26%	26%	24%	29%	24%	28%	22%	26%	28%	22%	27%	27%	26%
Not very important	3%	3%	3%	2%	1%	3%	2%	2%	5%	5%	2%	2%	4%
Not at all important	1%	2%	2%	1%	0%	1%	2%	1%	0%	0%	0%	2%	1%
Not sure	4%	0%	5%	6%	1%	4%	6%	4%	1%	5%	4%	4%	3%
Totals	100%	100%	100%	100%	101%	99%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,128)	(413)	(449)	(266)	(501)	(366)	(452)	(319)	(248)	(209)	(228)	(443)	(248)

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1F. Importance of Values and Messages — Perseverance and resilience

How important do you consider the following values or messages to be in your own life?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	64%	60%	68%	56%	59%	68%	71%	63%	65%	66%	*
Somewhat important	25%	27%	24%	27%	27%	24%	24%	28%	17%	22%	*
Not very important	4%	6%	2%	5%	5%	2%	3%	4%	3%	6%	*
Not at all important	1%	2%	0%	2%	2%	1%	0%	0%	7%	0%	*
Not sure	6%	5%	7%	10%	6%	5%	2%	5%	9%	5%	*
Totals	100%	100%	101%	100%	99%	100%	100%	100%	101%	99%	*
Unweighted N	(1,120)	(533)	(587)	(236)	(258)	(343)	(283)	(742)	(145)	(147)	(86)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	64%	65%	58%	69%	67%	70%	61%	67%	67%	61%	66%	64%	63%
Somewhat important	25%	27%	26%	22%	28%	23%	24%	25%	27%	32%	22%	23%	28%
Not very important	4%	3%	5%	3%	2%	2%	5%	4%	4%	2%	2%	5%	4%
Not at all important	1%	2%	2%	0%	0%	1%	2%	0%	0%	0%	1%	2%	0%
Not sure	6%	3%	9%	6%	3%	4%	8%	4%	2%	5%	9%	6%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,120)	(409)	(447)	(264)	(497)	(366)	(448)	(316)	(246)	(209)	(226)	(438)	(247)

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1G. Importance of Values and Messages — Teamwork and community

How important do you consider the following values or messages to be in your own life?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	52%	48%	56%	55%	51%	51%	52%	48%	63%	59%	*
Somewhat important	37%	39%	36%	34%	34%	39%	42%	41%	29%	35%	*
Not very important	6%	8%	4%	4%	6%	7%	5%	7%	3%	2%	*
Not at all important	1%	2%	0%	1%	3%	0%	0%	0%	5%	3%	*
Not sure	4%	3%	4%	6%	6%	2%	1%	4%	0%	1%	*
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,124)	(534)	(590)	(237)	(258)	(343)	(286)	(745)	(146)	(147)	(86)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	52%	57%	50%	50%	59%	46%	55%	50%	50%	53%	51%	52%	53%
Somewhat important	37%	35%	38%	39%	35%	44%	32%	39%	46%	38%	41%	38%	33%
Not very important	6%	4%	7%	6%	4%	6%	5%	7%	3%	4%	5%	5%	9%
Not at all important	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%
Not sure	4%	1%	5%	4%	1%	3%	5%	3%	0%	5%	2%	3%	4%
Totals	100%	99%	101%	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,124)	(411)	(448)	(265)	(497)	(367)	(452)	(317)	(246)	(211)	(227)	(440)	(246)

1H. Importance of Values and Messages — Hope, redemption, and second chances

How important do you consider the following values or messages to be in your own life?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	50%	45%	55%	39%	44%	56%	57%	47%	62%	55%	*
Somewhat important	37%	38%	36%	45%	38%	35%	31%	38%	30%	33%	*
Not very important	6%	8%	4%	4%	8%	4%	9%	8%	1%	3%	*
Not at all important	2%	4%	0%	0%	3%	3%	2%	1%	5%	6%	*
Not sure	5%	5%	5%	11%	6%	3%	1%	5%	2%	3%	*
Totals	100%	100%	100%	99%	99%	101%	100%	99%	100%	100%	*
Unweighted N	(1,125)	(535)	(590)	(237)	(261)	(341)	(286)	(742)	(147)	(150)	(86)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	50%	52%	47%	51%	54%	51%	54%	48%	46%	46%	45%	52%	52%
Somewhat important	37%	35%	39%	36%	36%	39%	32%	40%	40%	45%	40%	32%	38%
Not very important	6%	6%	5%	8%	6%	6%	4%	8%	9%	3%	6%	7%	6%
Not at all important	2%	3%	3%	0%	2%	1%	4%	1%	1%	0%	1%	4%	1%
Not sure	5%	5%	5%	4%	2%	3%	7%	3%	4%	5%	8%	4%	3%
Totals	100%	101%	99%	99%	100%	100%	101%	100%	100%	99%	100%	99%	100%
Unweighted N	(1,125)	(414)	(446)	(265)	(498)	(366)	(453)	(317)	(246)	(210)	(225)	(441)	(249)

11. Importance of Values and Messages — Acceptance and inclusivity

How important do you consider the following values or messages to be in your own life?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	46%	37%	55%	47%	50%	45%	42%	44%	46%	59%	*
Somewhat important	32%	34%	31%	33%	32%	31%	35%	32%	39%	25%	*
Not very important	11%	14%	8%	10%	5%	14%	13%	13%	6%	7%	*
Not at all important	5%	8%	2%	4%	7%	3%	7%	6%	4%	2%	*
Not sure	6%	7%	4%	6%	7%	7%	2%	6%	5%	6%	*
Totals	100%	100%	100%	100%	101%	100%	99%	101%	100%	99%	*
Unweighted N	(1,124)	(534)	(590)	(237)	(259)	(344)	(284)	(744)	(146)	(148)	(86)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	46%	62%	46%	31%	68%	29%	46%	44%	50%	45%	44%	44%	51%
Somewhat important	32%	31%	28%	38%	28%	35%	35%	33%	28%	29%	29%	37%	29%
Not very important	11%	4%	12%	16%	3%	22%	7%	14%	12%	12%	13%	9%	11%
Not at all important	5%	2%	5%	7%	1%	9%	6%	4%	7%	8%	5%	5%	4%
Not sure	6%	1%	8%	7%	1%	5%	7%	5%	3%	6%	8%	5%	5%
Totals	100%	100%	99%	99%	101%	100%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,124)	(411)	(446)	(267)	(497)	(368)	(452)	(318)	(245)	(209)	(229)	(440)	(246)

1J. Importance of Values and Messages — Friendship transforms and sustains

How important do you consider the following values or messages to be in your own life?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	46%	43%	48%	43%	42%	45%	53%	45%	48%	50%	*
Somewhat important	34%	32%	35%	36%	34%	33%	32%	33%	35%	28%	*
Not very important	9%	11%	7%	11%	8%	10%	8%	8%	7%	13%	*
Not at all important	3%	5%	1%	1%	6%	3%	1%	3%	4%	5%	*
Not sure	9%	9%	8%	9%	10%	9%	6%	10%	5%	5%	*
Totals	101%	100%	99%	100%	100%	100%	100%	99%	99%	101%	*
Unweighted N	(1,126)	(535)	(591)	(237)	(259)	(344)	(286)	(745)	(147)	(148)	(86)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	46%	51%	39%	48%	54%	51%	46%	43%	54%	46%	54%	40%	48%
Somewhat important	34%	33%	32%	36%	35%	34%	32%	36%	32%	36%	30%	36%	31%
Not very important	9%	8%	14%	5%	6%	7%	10%	10%	6%	10%	5%	12%	7%
Not at all important	3%	4%	3%	2%	1%	2%	4%	2%	2%	1%	1%	4%	4%
Not sure	9%	5%	11%	9%	4%	6%	7%	9%	6%	7%	9%	8%	10%
Totals	101%	101%	99%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,126)	(414)	(447)	(265)	(500)	(367)	(455)	(318)	(244)	(211)	(228)	(440)	(247)

2A. Would Enjoy Movies With Values and Messages — Perseverance and resilience

Do you think you would generally enjoy movies that feature the following values or messages?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	82%	78%	86%	77%	83%	84%	83%	82%	78%	87%	*
No	5%	8%	3%	9%	6%	2%	6%	5%	11%	3%	*
Not sure	13%	14%	12%	14%	11%	15%	11%	14%	11%	10%	*
Totals	100%	100%	101%	100%	100%	101%	100%	101%	100%	100%	*
Unweighted N	(1,116)	(535)	(581)	(235)	(258)	(340)	(283)	(740)	(147)	(148)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	82%	84%	77%	85%	86%	83%	80%	82%	88%	84%	79%	82%	82%
No	5%	7%	6%	3%	4%	4%	7%	6%	3%	4%	4%	6%	6%
Not sure	13%	9%	17%	12%	10%	13%	14%	12%	9%	11%	17%	12%	12%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,116)	(410)	(446)	(260)	(499)	(359)	(448)	(316)	(242)	(209)	(226)	(435)	(246)

2B. Would Enjoy Movies With Values and Messages — Choices and consequences

Do you think you would generally enjoy movies that feature the following values or messages?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	79%	76%	82%	77%	80%	80%	80%	79%	81%	83%	*
No	6%	8%	4%	7%	8%	3%	5%	6%	8%	5%	*
Not sure	15%	17%	14%	15%	12%	17%	16%	16%	12%	12%	*
Totals	100%	101%	100%	99%	100%	100%	101%	101%	101%	100%	*
Unweighted N	(1,119)	(536)	(583)	(237)	(258)	(344)	(280)	(740)	(147)	(147)	(85)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	79%	82%	76%	80%	84%	77%	80%	79%	79%	82%	75%	78%	83%
No	6%	6%	6%	5%	4%	6%	7%	7%	3%	4%	6%	7%	5%
Not sure	15%	11%	19%	15%	12%	17%	13%	15%	18%	14%	19%	15%	12%
Totals	100%	99%	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,119)	(409)	(448)	(262)	(496)	(362)	(450)	(319)	(241)	(211)	(225)	(439)	(244)

2C. Would Enjoy Movies With Values and Messages — Courage in the face of fear or injustice

Do you think you would generally enjoy movies that feature the following values or messages?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	80%	75%	85%	77%	77%	82%	82%	79%	81%	84%	*
No	7%	10%	4%	6%	12%	5%	7%	7%	9%	6%	*
Not sure	13%	15%	11%	17%	11%	14%	11%	14%	10%	9%	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	*
Unweighted N	(1,114)	(535)	(579)	(236)	(256)	(343)	(279)	(741)	(147)	(144)	(82)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	80%	84%	79%	77%	88%	75%	77%	83%	82%	78%	74%	80%	87%
No	7%	7%	6%	9%	5%	9%	8%	6%	7%	10%	6%	8%	5%
Not sure	13%	8%	16%	14%	7%	16%	15%	10%	11%	12%	20%	12%	8%
Totals	100%	99%	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,114)	(409)	(446)	(259)	(498)	(358)	(447)	(316)	(243)	(210)	(228)	(433)	(243)

YouGov Survey: Movies and Morals

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2D. Would Enjoy Movies With Values and Messages — Be true to yourself

Do you think you would generally enjoy movies that feature the following values or messages?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	76%	70%	81%	71%	75%	79%	75%	73%	84%	83%	*
No	9%	13%	6%	13%	12%	5%	10%	11%	8%	6%	*
Not sure	15%	17%	13%	16%	13%	15%	15%	17%	8%	11%	*
Totals	100%	100%	100%	100%	100%	99%	100%	101%	100%	100%	*
Unweighted N	(1,120)	(536)	(584)	(237)	(257)	(342)	(284)	(746)	(145)	(146)	(83)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	76%	79%	74%	74%	85%	72%	77%	77%	74%	80%	68%	78%	75%
No	9%	8%	10%	11%	3%	11%	9%	10%	9%	5%	9%	9%	13%
Not sure	15%	13%	16%	16%	12%	18%	14%	14%	17%	14%	23%	13%	12%
Totals	100%	100%	100%	101%	100%	101%	100%	101%	100%	99%	100%	100%	100%
Unweighted N	(1,120)	(411)	(445)	(264)	(499)	(362)	(450)	(316)	(245)	(211)	(227)	(438)	(244)

2E. Would Enjoy Movies With Values and Messages — Empathy, compassion, and kindness

Do you think you would generally enjoy movies that feature the following values or messages?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	75%	65%	85%	74%	69%	80%	77%	74%	77%	83%	*
No	9%	16%	3%	9%	16%	4%	10%	9%	12%	7%	*
Not sure	15%	19%	12%	17%	15%	16%	13%	16%	11%	10%	*
Totals	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,123)	(534)	(589)	(238)	(257)	(345)	(283)	(743)	(147)	(150)	(83)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	75%	82%	72%	73%	85%	70%	78%	74%	72%	78%	68%	76%	79%
No	9%	6%	9%	12%	6%	11%	8%	12%	10%	10%	7%	10%	10%
Not sure	15%	12%	19%	15%	9%	18%	14%	14%	18%	12%	25%	14%	11%
Totals	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,123)	(414)	(446)	(263)	(501)	(362)	(453)	(318)	(244)	(210)	(226)	(440)	(247)

2F. Would Enjoy Movies With Values and Messages — Hope, redemption, and second chances

Do you think you would generally enjoy movies that feature the following values or messages?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	75%	69%	82%	69%	75%	79%	77%	76%	73%	80%	*
No	10%	16%	4%	12%	12%	6%	12%	10%	10%	11%	*
Not sure	15%	16%	14%	19%	13%	15%	12%	14%	17%	9%	*
Totals	100%	101%	100%	100%	100%	100%	101%	100%	100%	100%	*
Unweighted N	(1,118)	(534)	(584)	(235)	(258)	(344)	(281)	(744)	(146)	(146)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	75%	77%	72%	78%	82%	75%	76%	72%	73%	77%	68%	78%	77%
No	10%	11%	10%	8%	7%	8%	11%	12%	9%	7%	9%	10%	12%
Not sure	15%	12%	17%	14%	11%	17%	13%	16%	18%	16%	22%	13%	11%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,118)	(407)	(447)	(264)	(497)	(361)	(450)	(318)	(242)	(211)	(226)	(435)	(246)

2G. Would Enjoy Movies With Values and Messages — Teamwork and community

Do you think you would generally enjoy movies that feature the following values or messages?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	72%	68%	76%	76%	70%	71%	71%	69%	82%	78%	*
No	10%	13%	6%	11%	12%	6%	10%	10%	8%	11%	*
Not sure	19%	19%	18%	13%	19%	22%	18%	21%	10%	12%	*
Totals	101%	100%	100%	100%	101%	99%	99%	100%	100%	101%	*
Unweighted N	(1,123)	(537)	(586)	(237)	(258)	(346)	(282)	(745)	(147)	(146)	(85)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	72%	77%	68%	72%	79%	67%	75%	69%	72%	69%	71%	71%	75%
No	10%	11%	10%	8%	7%	10%	8%	11%	10%	12%	8%	9%	11%
Not sure	19%	13%	22%	20%	14%	23%	17%	20%	19%	18%	21%	20%	14%
Totals	101%	101%	100%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(1,123)	(411)	(448)	(264)	(499)	(364)	(449)	(320)	(244)	(212)	(227)	(436)	(248)

2H. Would Enjoy Movies With Values and Messages — Family matters

Do you think you would generally enjoy movies that feature the following values or messages?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	67%	58%	76%	63%	67%	71%	66%	66%	72%	75%	*
No	13%	19%	8%	15%	17%	12%	10%	14%	12%	12%	*
Not sure	19%	23%	16%	22%	16%	18%	24%	20%	16%	12%	*
Totals	99%	100%	100%	100%	100%	101%	100%	100%	100%	99%	*
Unweighted N	(1,115)	(530)	(585)	(236)	(255)	(343)	(281)	(738)	(148)	(148)	(81)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	67%	62%	63%	77%	67%	72%	70%	66%	66%	71%	62%	71%	63%
No	13%	17%	15%	7%	11%	8%	13%	16%	10%	11%	10%	13%	18%
Not sure	19%	20%	22%	15%	22%	20%	17%	18%	24%	18%	28%	16%	19%
Totals	99%	99%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,115)	(409)	(445)	(261)	(497)	(359)	(449)	(314)	(243)	(210)	(226)	(438)	(241)

2I. Would Enjoy Movies With Values and Messages — Friendship transforms and sustains

Do you think you would generally enjoy movies that feature the following values or messages?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	65%	60%	70%	65%	66%	68%	60%	63%	69%	71%	*
No	12%	14%	9%	10%	18%	8%	13%	12%	12%	9%	*
Not sure	23%	26%	21%	25%	17%	24%	27%	25%	18%	20%	*
Totals	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%	*
Unweighted N	(1,114)	(532)	(582)	(236)	(258)	(342)	(278)	(735)	(147)	(148)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	65%	73%	61%	62%	75%	63%	67%	65%	65%	68%	65%	65%	63%
No	12%	11%	12%	13%	7%	10%	11%	15%	9%	9%	7%	13%	15%
Not sure	23%	16%	27%	25%	18%	26%	22%	20%	26%	23%	28%	21%	22%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,114)	(408)	(446)	(260)	(496)	(360)	(450)	(317)	(240)	(209)	(226)	(436)	(243)

2J. Would Enjoy Movies With Values and Messages — Acceptance and inclusivity

Do you think you would generally enjoy movies that feature the following values or messages?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	60%	54%	66%	67%	61%	60%	52%	55%	75%	72%	*
No	21%	27%	16%	16%	20%	20%	28%	25%	16%	14%	*
Not sure	19%	19%	18%	17%	18%	20%	19%	21%	10%	14%	*
Totals	100%	100%	100%	100%	99%	100%	99%	101%	101%	100%	*
Unweighted N	(1,125)	(536)	(589)	(236)	(257)	(347)	(285)	(746)	(147)	(146)	(86)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	60%	77%	59%	45%	80%	42%	64%	62%	54%	61%	57%	61%	61%
No	21%	11%	19%	33%	6%	35%	21%	20%	21%	21%	20%	22%	22%
Not sure	19%	12%	22%	22%	14%	24%	15%	18%	24%	18%	22%	17%	18%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	99%	100%	101%
Unweighted N	(1,125)	(412)	(448)	(265)	(501)	(365)	(451)	(319)	(245)	(211)	(228)	(441)	(245)

YouGov Survey: Movies and Morals

September 4 - 8, 2025 - 1135 U.S. adult citizens



Interviewing Dates	September 4 - 8, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.053 to 6.727, with a mean of one and a standard deviation of 1.042.
Number of respondents	1135
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	75 questions not reported.