

Batman Fieldwork Dates: 14th - 15th March 2019

Conducted by YouGov On behalf of YouGov Omnibus

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data. YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1209 adults. Fieldwork was undertaken between 14th - 15th March 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

Batman

				Generation					Reç	gion		
BYB_01. Through which medium were you FIRST 1203 523 673 1 Base: All US Adutts 1208 587 621 1 Through comic books or graphic novels 24% 30% 18% 1 Watching a live-action television series 25% 225% 24% 6 Watching an animated television series 17% 17% 17% 1 Watching an animated television series 3% 4% 1% 4 Playing video games 3% 4% 1% 1 Playing with action figures 3% 4% 2% 4 1% Don't know/can't recal 10% 5% 14% 4 4 1%		en Z (2000 and later)		- Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
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Playing with action figures 3% 4% 2% Other 1% 1% 1% Don't know/can't recall 1% 5% 14% Don't know/can't recall 1% 5% 4% BYB_Q2. Which ONE, if any, of the following mediums contains your favorite version of Batman? 1168 516 652 Unweighted base 1168 516 652 6596	** E		F	-		**	**	0,0	270	270	470	170
Other 1% 1% 1% Other 1% 1% 1% Don't know/can't recall 10% 5% 14% Not applicable - I am not familiar with Batman 3% 2% 4% BYB_Q2. Which ONE, if any, of the following mediums contains your favorite version of Batman? Unweighted base 1168 516 652 652 Base: US Adults familiar with Batman 1171 575 596 1	2%	2%	3%	1%		-	-	5%	2%	3%	3%	2%
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Not applicable - I am not familiar with Batman 3% 2% 4% BYB_Q2. Which ONE, if any, of the following mediums contains your favorite version of Batman? Unweighted base 1168 516 652 Base: US Adults familiar with Batman 1171 575 596 596	**				•	**	**	1				
contains your favorite version of Batman? Unweighted base 1168 516 652 Base: US Adults familiar with Batman 1171 575 596	7%	7%	3%	1%	-	-	-	4%	2%	3%	3%	3%
contains your favorite version of Batman? Unweighted base 1168 516 652 Base: US Adults familiar with Batman 1171 575 596	**				•	**	**					
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Base: US Adults familiar with Batman 1171 575 596	00		200	077				017	001	400	0.10	700
	30		306	377	92	1	-	217	281	428	242	796
Comic pooks or graphic novels 12% 16% 7%	35		290	391	94	2	-	207	249	440	276	773
	5% **		11%	11%	17%	-	-	13%	10%	12%	11%	10%
Live action television series 16% 15% 16%			100/	220/				170/	170/	169/	129/	170/
Live action television series 16% 15% 16%	5% **		18% D	23% D.G	12%	-	-	17%	17%	16%	13%	17% Q
Animated television series 11% 12% 9%	29%		12%	4%	2%			9%	7%	11%	14%	8%

Batman

YouGov What the world thinks		R	ace			Educa	ation				Marita	I Status			Children unde
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
		0	Р	Q	R	S	т	U	v	w	x	Y	z	AA	AB
BYB_Q1. Through which medium were you FIRST		8													
introduced to the character Batman? Unweighted base	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1208	143	189	78	487	375	210	126	566	30	134	57	354	68	281
Through comic books or graphic novels	24%	23%	21%	21%	23%	26%	24%	23%	30%	15%	25%	35%	14%	25%	16%
5 51				•					Z	**	Z	Z*		•	
Watching a live-action television series	25%	19%	20%	18% *	22%	24%	28%	28%	29% Z.AA	25% **	36% Z.AA	30% Z.AA*	15%	11% *	23%
Watching an animated television series	17%	22%	16%	24% N*	17%	17%	17%	17%	13%	14%	9%	12%	25% V.X.Y	27% V.X*	18%
Watching a movie	15%	16%	19%	15%	15%	15%	13%	16%	12%	18%	11%	12%	19%	20%	22%
	10.00			*	1070	1070				**		*	V	*	AC
Playing video games	3%	6%	5%	3%	3%	3%	1%	5%	2%	3%	1%	2%	4%	3%	5%
		N	Ν	•				т		**		•		٠	AC
Playing with action figures	3%	2%	6% N	5% *	4%	2%	4%	2%	3%	3% **	3%	-	3%	6% *	3%
Other	1%	1%	-	3% P*	1%	1%	1%	2%	1%	-	1%	4% *	1%	2% *	0%
Don't know/can't recall	10%	8%	12%	7% *	11%	9%	9%	8%	8%	21% **	11%	5% *	13% V	4% *	11%
Not applicable - I am not familiar with Batman	3%	4%	2%	3%	4% U	3%	4% U	•	2%	2%	2%	1%	6% V	3%	3%
BYB_Q1_rb. Through which medium were you FIRST					0		0						v		
introduced to the character Batman?															
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1209	143	190	78	488	375	220	126	566	30	134	57	354	68	281
Through comic books or graphic novels	24%	23%	21%	21% *	23%	26%	24%	23%	30% Z	15% **	25% Z	35% Z*	14%	25% *	16%
Watching a live-action television series	25%	19%	19%	18% *	22%	24%	28%	28%	29% Z.AA	25% **	36% Z.AA	30% Z.AA*	15%	11% *	23%
Watching an animated television series	17%	22%	16%	24% N*	17%	17%	17%	17%	13%	14% **	9%	12% *	25% V.X.Y	27% V.X*	18%
Watching a movie	15%	16%	19%	15% *	15%	15%	13%	16%	12%	18% **	11%	12% *	19% V	20% *	22% AC
Playing video games	3%	6% N	5% N	3%	3%	3%	1%	5% T	2%	3%	1%	2%	4%	3%	5% AC
Playing with action figures	3%	2%	6% N	5%	4%	2%	4%	2%	3%	3%	3%	:	3%	6%	3%
Other	1%	1%	-	3%	1%	1%	1%	2%	1%	- **	1%	4%	1%	2%	0%
Don't know/can't recall	10%	8%	12%	P*	11%	9%	9%	8%	8%	21%	11%	5%	13%	4%	11%
Not applicable - I am not familiar with Batman	3%	4%	2%	3%	4%	3%	4%		2%	2%	2%	1%	V 6%	3%	3%
BYB_Q2. Which ONE, if any, of the following mediums				*	U		U			**		*	V	*	
contains your favorite version of Batman?	4400	405	450	70	445	004	005	404	550		40.4	50	005	60	000
Unweighted base Base: US Adults familiar with Batman	1168 1171	135 138	159 185	78 76	445	394 363	205 213	124 126	550 555	31 29	134 131	58 56	335 334	60 66	280 273
Comic books or graphic novels	12%	9%	185	12%	12%	11%	12%	9%	13%	9%	131	10%	10%	14%	14%
			N.O	•						**		•		•	
Live action television series	16%	15%	12%	7% *	14%	15%	18%	18%	17% Z	25% **	20% Z	15%	11%	12%	16%
Animated television series	11%	24%	11%	15%	11%	11%	10%	11%	8%	19%	5%	10%	17%	8%	13%

Batman

YouGov What the world thinks		r the age of 18			Income				Type of Are	a Lived in	
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
		AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL
BYB_Q1. Through which medium were you FIRST					74					744	7.2
introduced to the character Batman?											
Unweighted base	1208	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1208 24%	928 27%	350 25%	214 22%	304 27%	189 22%	150 24%	413 23%	543 24%	252 28%	-
Through comic books or graphic novels	24 70	AB	23%	22.70	2170	22.70	2470	23%	2470	2070	**
Watching a live-action television series	25%	25%	20%	23%	28%	33%	20%	22%	28%	21%	
Watching a live-addorf television series	2070	20%	2070	2070	AD	AD.AE.AH	2070	22.70	AK	2170	**
Watching an animated television series	17%	17%	15%	23%	15%	17%	17%	19%	15%	18%	100%
5				AD.AF							**
Watching a movie	15%	13%	15%	18%	15%	13%	11%	16%	13%	16%	-
											**
Playing video games	3%	2%	3%	1%	3%	3%	1%	6%	1%	0%	-
								AJ.AK			**
Playing with action figures	3%	3%	4%	1%	2%	3%	4%	5%	2%	3%	-
			AE					AJ			**
Other	1%	2%	2%	1%	1%	1%	2%	1%	2%	2%	-
Don't know/can't recall	10%	9%	11%	7%	8%	7%	19%	8%	11%	9%	-
Not applicable - I am not familiar with Batman	3%	3%	5%	5%	1%	1%	AD.AE.AF.AG 3%	1%	4%	4%	
	370	576	AF.AG	AF.AG	170	170	570	170	AI	AI	**
BYB_Q1_rb. Through which medium were you FIRST			AL.AO	ALX0					74	71	
introduced to the character Batman?											
Unweighted base	1209	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1
Through comic books or graphic novels	24%	27%	25%	22%	27%	22%	24%	23%	24%	28%	-
		AB									**
Watching a live-action television series	25%	25%	20%	23%	28%	33%	20%	22%	28%	21%	-
		1-11			AD	AD.AE.AH			AK		
Watching an animated television series	17%	17%	15%	23%	15%	17%	17%	19%	15%	18%	100%
	450/	400/	450/	AD.AF	450/	100/	440/	400/	400/	40%	-
Watching a movie	15%	13%	15%	18%	15%	13%	11%	16%	13%	16%	-
Playing video games	3%	2%	3%	1%	3%	3%	1%	6%	1%	0%	-
riaying video games	370	2 70	376	170	570	570	170	AJ.AK	170	070	**
Playing with action figures	3%	3%	4%	1%	2%	3%	4%	5%	2%	3%	
r idying min dolori ngaroo	0,0	0,0	AE	170	270	0,0		AJ	270	0,0	**
Other	1%	2%	2%	1%	1%	1%	2%	1%	2%	2%	-
											**
				7%	8%	7%	19%	8%	11%	9%	-
Don't know/can't recall	10%	9%	11%								**
Don't know/can't recall	10%	9%	11%	170			AD.AE.AF.AG				
Don't know/can't recall Not applicable - I am not familiar with Batman	10% 3%	9%	5%	5%	1%	1%	AD.AE.AF.AG 3%	1%	4%	4%	-
Not applicable - I am not familiar with Batman					1%	1%		1%	4% Al	4% Al	**
Not applicable - I am not familiar with Batman			5%	5%	1%	1%		1%			
Not applicable - I am not familiar with Batman SYB_Q2. Which ONE, If any, of the following mediums ontains your favorite version of Batman?	3%	3%	5% AF.AG	5% AF.AG			3%		AI	AI	**
Not applicable - I am not familiar with Batman BYB_Q2. Which ONE, if any, of the following mediums contains your favorite version of Batman? Unweighted base	3% 1168	3% 888	5% AF.AG 332	5% AF.AG 206	298	186	3% 146	390	AI 535	AI 242	**
Not applicable - I am not familiar with Batman BYB_Q2. Which ONE, if any, of the following mediums contains your favorite version of Batman? Unweighted base Base: US Adults familiar with Batman	3% 1168 1171	3% 888 898	5% AF.AG 332 333	5% AF.AG 206 204	298 300	186 188	3% 146 146	390 407	AI 535 522	AI 242 242	**
Not applicable - I am not familiar with Batman BYB_Q2. Which ONE, if any, of the following mediums contains your favorite version of Batman? Unweighted base	3% 1168	3% 888	5% AF.AG 332 333 15%	5% AF.AG 206	298	186	3% 146	390	AI 535	AI 242	**
Not applicable - I am not familiar with Batman BYB_Q2. Which ONE, if any, of the following mediums contains your favorite version of Batman? Unweighted base Base: US Adults familiar with Batman Comic books or graphic novels	3% 1168 1171 12%	3% 888 898 11%	5% AF.AG 332 333 15% AH	5% AF.AG 206 204 11%	298 300 10%	186 188 12%	3% 146 146 7%	390 407 13%	Al 535 522 11%	Al 242 242 10%	1 1 1
Not applicable - I am not familiar with Batman BYB_02. Which ONE, if any, of the following mediums contains your favorite version of Batman? Unweighted base Base: US Adults familiar with Batman	3% 1168 1171	3% 888 898	5% AF.AG 332 333 15%	5% AF.AG 206 204	298 300	186 188	3% 146 146	390 407	AI 535 522	AI 242 242	** 1 1

Batman

YouGov What the world thinks		Ge	ender				Generation					Reg	ion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
				**	F.G	F.G		*	**	**				к	
Movies	35%	33%	37%	26%	40%	34%	36%	20%	-	-	35%	37%	35%	33%	36%
	50/	70/		**	G	G	G	*	**	**	401	001	50/	70/	10/
Video games	5%	7% B	3%	5% **	11% E.F.G	4% F	1%	-	-	- **	4%	3%	5%	7% K	4%
Other	1%	1%	1%		1%	0%	1%	2%				-	1%	1%	1%
				**				•	**	**					
Don't know	4%	3%	4%	8% **	3%	5%	3%	2% *	-	-	5%	3%	4%	3%	4%
Not applicable - I do not have a favorite version of Batman	18%	13%	23%	21%	9%	16%	21%	45%	100%	-	18%	23%	16%	18%	21%
			A	**		D	D	D.E.F*	**	**		L			Р
BYB_Q2_rb. Which ONE, if any, of the following mediums															
contains your favorite version of Batman? Unweighted base	1209	529	680	33	385	315	383	92	1		226	287	444	252	823
Base: All US Adults	1209	529	622	33	385	298	383	92	2	-	220	254	444	285	798
Comic books or graphic novels	1205	15%	7%	5%	11%	10%	11%	17%	-	-	12%	10%	12%	10%	10%
Contro Docto di graphio horoio		В		**	1170	1070		*	**	**	1270	1070	1270	1070	1070
Live action television series	15%	15%	16%	5%	7%	17%	23%	12%	-	-	16%	17%	15%	13%	17%
						D	D.G	*	**	**					Q
Animated television series	10%	12%	9%	27%	16% F.G	12% F.G	4%	2% *	-	-	9%	7%	11%	14% K	8%
Movies	34%	33%	35%	25%	38%	33%	36%	20%	-	-	34%	37%	34%	32%	35%
Video gemee	5%	6%	3%	5%	G 10%	G 4%	G 1%	-	-	-	3%	3%	5%	7%	4%
Video games	576	B	376	**	E.F.G	4% F	1 70		- **	**	370	3%	5%	K	4 70
Other	1%	1%	1%		1%	0%	1%	2%					1%	1%	1%
01.0.	170			**		0,0	1.00	*	**	**			170		1.0
Don't know	4%	3%	4%	7% **	3%	5%	3%	2% *	-	-	5%	3%	4%	3%	3%
Not applicable - I do not have a favorite version of Batman	21%	15%	26% A	26%	14%	19%	22% D	45% D.E.F*	100%	-	21%	24%	19%	21%	24% P
BYB_Q3. Which ONE, if any, of the following is your favorite			A				D	D.E.F			_				F
ive action Batman portrayal?															_
Unweighted base	1168	516	652	30	362	306	377	92	1	-	217	281	428	242	796
Base: US Adults familiar with Batman	1171	575	596	35	359	290	391	94	2	-	207	249	440	276	773
Lewis Wilson in Batman (1943)	1%	1%	0%	-	1%	1%	0%	2% *	-	-	0%	1%	1%	1%	0%
Robert Lowery in Batman and Robin (1949)	2%	2%	2%	7%	4%	1%	•	2%	-	-	4%	1%	2%	2%	2%
				**	E.F	F		F*	**	**	к				
Val Kilmer in Batman Forever (1995)	3%	3%	3%	-	3%	4%	3%	1% *	-	-	1%	3%	3%	4% J	3%
Adam West in Batman (1966)	24%	23%	25%	3%	5%	24%	41%	34%			28%	28%	22%	20%	27%
	/ 0	_0/0		**	2.0	D	D.E	D.E*	**	**	M	M	/0		P.Q
Michael Keaton in Batman (1989) and Batman Returns (1992)	17%	16%	17%		15%	22%	17%	11%	-	-	15%	14%	19%	16%	16%
()				**		D.G		*	**	**					
George Clooney in Batman & Robin (1997)	5%	4%	7%	3%	10% E.F	2%	4%	6% *	-	-	4%	3%	8% J.K	5%	4%
Christian Bale in Batman Begins (2005), The Dark Knight (2008),	22%	200/	400/	_	37%	23%	400/				23%	25%	J.K 21%	20%	22%
The Dark Knight Rises (2012)	22%	26% B	18%	28%	37% E.F.G	23% F.G	12% G	4% *	-	**	23%	25%	21%	20%	22%
Ben Affleck in Batman v. Superman: Dawn of Justice (2016)	7%	9%	5%	34%	9%	7%	4%	1%			5%	6%	5%	12%	4%
Den Anleck in Batman v. Superman: Dawn of Justice (2016)	1 %	9% B	5%	34%	9% F.G	7% G	4%	1% *	-	**	5%	0%	5%	12% J.K.L	4%
Don't know	4%	4%	4%	8%	F.G 5%	4%	3%	2%	-	-	4%	2%	6%	3%	3%
Dont Kilow	470	470	470	**	070	470	0,0	*	**	**	470	270	K	0,0	070

Batman

YouGov What the world thinks		R	ace			Educa	ation				Marita	I Status			Children und
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
		N.P		N*						**		•	V.X	*	
Movies	35%	29%	36%	38%	32%	38%	36%	37%	33%	27% **	39%	31% *	37%	41% *	34%
Video games	5%	4%	9% N	5% *	7% S	3%	3%	4%	5%		2%	2% *	5%	9% *	9% AC
Other	1%	1%	-	1% *	0%	0%	2% R.S	-	1%		-	-	1%	2% *	0%
Don't know	4%	3%	4%	6% *	5%	3%	3%	2%	4%	6% **	3%	5% *	4%	2% *	5%
Not applicable - I do not have a favorite version of Batman	18%	16%	10%	14% *	19%	19%	15%	18%	19%	15% **	21%	26% *	16%	12% *	9%
BYB_Q2_rb. Which ONE, if any, of the following mediums contains your favorite version of Batman?															
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1209	143	190	78	488	375	220	126	566	30	134	57	354	68	281
Comic books or graphic novels	11%	9%	18% N.O	12% *	12%	11%	11%	9%	12%	9% **	10%	10% *	9%	14% *	14%
Live action television series	15%	15%	11%	7% *	14%	14%	17%	18%	17% Z	24% **	19% Z	14% *	10%	12% *	16%
Animated television series	10%	23% N.P	10%	15% N*	10%	10%	9%	11%	8%	18% **	5%	10% *	16% V.X	7% *	12%
Movies	34%	28%	35%	37%	31%	37%	35%	37%	33%	26% **	38%	31% *	35%	40% *	33%
Video games	5%	4%	9% N	5% *	7% S	3%	3%	4%	5%	-	2%	2% *	5%	9% *	9% AC
Other	1%	1%	-	1% *	0%	0%	2% R.S	-	1%		-	-	1%	2% *	0%
Don't know	4%	3%	4%	6% *	5%	3%	3%	2%	4%	6% **	3%	5% *	4%	2% *	5%
Not applicable - I do not have a favorite version of Batman	21%	19%	12%	17% *	22%	21%	18%	18%	21%	17% **	23%	27% *	21%	15% *	11%
BYB_Q3. Which ONE, if any, of the following is your favorite live action Batman portrayal?															
Unweighted base	1168	135	159	78	445	394	205	124	550	31	134	58	335	60	280
Base: US Adults familiar with Batman	1171	138	185	76	470	363	213	126	555	29	131	56	334	66	273
Lewis Wilson in Batman (1943)	1%	1%	1%	1% *	1%	0%	1%	-	1%	5% **	-	1% *	-	-	1%
Robert Lowery in Batman and Robin (1949)	2%	-	5% N.O	1% *	2%	2%	2%	4%	1%	3% **	1%	2% *	3%	1% *	2%
Val Kilmer in Batman Forever (1995)	3%	2%	3%	2% *	3%	3%	3%	2%	3%	6% **	6% Z	3% *	2%	3% *	3%
Adam West in Batman (1966)	24%	23%	14%	15% *	24%	21%	23%	31% S	27% Z	21% **	31% Z	36% Z*	14%	25% *	16%
Michael Keaton in Batman (1989) and Batman Returns (1992)	17%	20%	13%	23%	17%	18%	13%	17%	17%	12% **	19%	25% *	15%	15% *	19%
George Clooney in Batman & Robin (1997)	5%	7%	10% N.Q	2% *	6%	6%	3%	5%	4%		4%	5% *	8% V	13% V.X*	6%
Christian Bale in Batman Begins (2005), The Dark Knight (2008), The Dark Knight Rises (2012)	22%	20%	22%	26%	15%	26%	33%	18%	21%	32%	18%	7%	29%	12%	30%
Ben Affleck in Batman v. Superman: Dawn of Justice (2016)	7%	10%	15%	* 7%	10%	R 4%	R.U 6%	4%	Y 6%	** 4%	Y 2%	* 2%	V.X.Y.AA 8%	* 19%	AC 9%
Don't know	4%	N 5%	N 6%	* 6%	S 5%	4%	4%	2%	3%	-	2%	* 6%	× 7%	V.X.Y.Z* 1%	4%
				*						**		•	V	*	

Batman

YouGov What the world thinks		r the age of 18			Income				Type of Are	ea Lived in	
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Movies	35%	36%	31%	44%	37%	36%	28%	38%	35%	32%	**
				AD.AH							**
Video games	5%	3%	6%	5%	5%	4%	3%	7% AJ	2%	5%	- **
Other	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	-
Don't know	4%	3%	4%	1%	3%	3%	9% AE.AF.AG	3%	4%	3%	
Not applicable - I do not have a favorite version of Batman	18%	21% AB	18%	15%	17%	16%	27% AD.AE.AF.AG	12%	21% Al	24% Al	- **
BYB_Q2_rb. Which ONE, if any, of the following mediums											
contains your favorite version of Batman? Unweighted base	1209	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1209	920	350	217	302 304	188	151	413	557	253 252	1
Comic books or graphic novels	11%	10%	14% AH	11%	10%	12%	7%	13%	11%	10%	- **
Live action television series	15%	15%	14%	11%	18% AE	18% AE	14%	14%	16%	15%	100% **
Animated television series	10%	10%	10%	11%	10%	9%	12%	13%	9%	9%	-
Movies	34%	34%	29%	42% AD.AH	37%	35%	27%	37%	33%	31%	-
Video games	5%	3%	6%	4%	5%	4%	3%	7% AJ	2%	5%	-
Other	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	-
Don't know	4%	3%	4%	1%	2%	3%	8% AD.AE.AF.AG	3%	4%	3%	-
Not applicable - I do not have a favorite version of Batman	21%	24% AB	22%	19%	18%	17%	29% AE.AF.AG	13%	24% Al	27% Al	-
BYB_Q3. Which ONE, if any, of the following is your favorite ive action Batman portrayal?		715					/ Lat a to		74	74	
Unweighted base	1168	888	332	206	298	186	146	390	535	242	1
Base: US Adults familiar with Batman	1171	898	333	204	300	188	146	407	522	242	1
Lewis Wilson in Batman (1943)	1%	1%	1%	-	1%	-	-	0%	1%	0%	- **
Robert Lowery in Batman and Robin (1949)	2%	2%	2%	2%	1%	3%	3%	4% AJ	1%	1%	- **
Val Kilmer in Batman Forever (1995)	3%	3%	4%	3%	3%	2%	3%	4%	2%	3%	- **
Adam West in Batman (1966)	24%	26% AB	25%	23%	25%	26%	17%	20%	26%	26%	-
Michael Keaton in Batman (1989) and Batman Returns (1992)	17%	16%	15%	19%	16%	17%	17%	17%	16%	17%	-
George Clooney in Batman & Robin (1997)	5%	5%	5%	8%	4%	6%	5%	5%	6%	4%	-
Christian Bale in Batman Begins (2005), The Dark Knight (2008), The Dark Knight Rises (2012)	22%	20%	21%	21%	25%	26% AH	16%	26% AK	21%	18%	100%
Ben Affleck in Batman v. Superman: Dawn of Justice (2016)	7%	6%	5%	8%	8% AG	3%	10% AG	9% AK	6%	4%	-
Don't know	4%	4%	4%	3%	3%	3%	10% AD.AE.AF.AG	4%	5%	4%	-

Batman

YouGov What the world thinks		Ge	nder				Generation					Reç	ion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Not applicable - I do not have a favorite live action Batman portrayal	15%	12%	19%	17% **	11%	13%	15%	37%	100%	-	16%	17%	13%	17%	17%
BYB_Q3_rb. Which ONE, if any, of the following is your			A	**				D.E.F*	**	**					
favorite live action Batman portrayal?															
Unweighted base	1209	529	680	33	385	315	383	92	1	-	226	287	444	252	823
Base: All US Adults	1209	587	622	38	381	298	397	94	2	-	215	254	455	285	798
Lewis Wilson in Batman (1943)	1%	1%	0%	-	1%	1%	0%	2% *	-	-	0%	1%	1%	1%	0%
Robert Lowery in Batman and Robin (1949)	2%	2%	2%	7% **	4% E.F	1% F	-	2% F*	-	-	4% K	1%	2%	2%	2%
Val Kilmer in Batman Forever (1995)	3%	3%	3%	-	3%	4%	3%	1%	-	-	1%	3%	3%	4% J	3%
Adam West in Batman (1966)	23%	22%	24%	2%	5%	23% D	40% D.E	34% D.E*	-	-	27% M	28% L.M	21%	19%	26% P.Q
Michael Keaton in Batman (1989) and Batman Returns (1992)	16%	16%	16%	-	14%	21%	17%	11%	-	-	14%	14%	18%	16%	16%
George Clooney in Batman & Robin (1997)	5%	4%	6%	** 3%	9%	D.G 2%	4%	* 6%	**	**	3%	3%	7%	5%	4%
Christian Bale in Batman Begins (2005), The Dark Knight (2008),	0484	000/	170/	**	E.F	2001	4000	E* 4%	**	**	2011	0.494	J.K	2001	0001
The Dark Knight Rises (2012)	21%	26% B	17%	26% **	35% E.F.G	22% F.G	12% G	4% *	-	-	22%	24%	20%	20%	22%
Ben Affleck in Batman v. Superman: Dawn of Justice (2016)	7%	8% B	5%	31% **	8% F.G	7% G	4%	1% *	-	- **	5%	6%	4%	12% J.K.L	4%
Don't know	4%	4%	4%	8% **	5%	4%	3%	2% *	-	-	4%	2%	6% K	3%	3%
Not applicable - I do not have a favorite live action Batman portrayal	18%	14%	22%	23%	17%	16%	16%	37%	100%	-	19%	19%	16%	20%	19%
L			A	**				D.E.F*	**	**					
BYB_Q4. Which ONE, if any, of the following is your favorite Batman villain?															
Unweighted base	1168	516	652	30	362	306	377	92	1	-	217	281	428	242	796
Base: US Adults familiar with Batman	1171	575	596	35	359	290	391	94	2	-	207	249	440	276	773
Bane	2%	3%	2%		5% E.F.G	2%	1%	- *	-	-	2%	2%	2%	3%	3%
Mr. Freeze	2%	3% B	1%	3% **	4% E.F	1%	1%	:	-	- **	3%	2%	1%	3%	1%
The Penguin	12%	13%	11%	9% **	6%	11% D	16% D	18% D*	100%	-	11%	11%	12%	12%	13%
Two-Face	1%	2%	1%	-	4% E.F	1%	0%	1%	-	-	1%	2%	1%	1%	2%
Ra's Al Ghul	2%	2%	1%	-	3%	3%	1%	-	-	-	2%	2%	1%	3%	1%
The Joker	37%	40%	34%	46%	F 40%	F 38%	36%	22%	-	-	38%	38%	38%	L 32%	35%
Riddler	6%	B 7%	6%	-	G 4%	G 7%	G 9%	* 8%	**	-	5%	5%	9%	5%	7%
Talia al Ghul	1%	2%	1%	-	2%	1%	D -	* 1%	-	**	2%	0%	1%	2%	Q 1%
Catwoman	13%	10%	16%	** 2%	F 9%	15%	17%	F* 11%	**	**	13%	13%	13%	13%	13%
Poison Ivy	4%	2%	A 5%		7%	D 3%	D 1%	*	**	**	2%	3%	4%	6%	3%
1			А	**	E.F.G			•	**	**					
The Scarecrow	2%	2%	1%	7%	2%	3%	1%	-	-	-	1%	2%	2%	1%	1%

Batman

YouGov What the world thinks		R	ace			Educa	ition				Marita	I Status			Children unde
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Not applicable - I do not have a favorite live action Batman portrayal	15%	13%	12%	17%	17%	15%	13%	16%	16%	18%	17%	13%	15%	12%	9%
BYB_Q3_rb. Which ONE, if any, of the following is your														-	
favorite live action Batman portrayal? Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1209	143	190	78	488	375	220	124	566	30	134	57	354	68	281
Lewis Wilson in Batman (1943)	1%	1%	1%	1%	1%	0%	1%	-	1%	5%	-	1% Z*	-	-	1%
Robert Lowery in Batman and Robin (1949)	2%	-	5% N.O	1%	2%	2%	2%	4%	1%	3%	1%	2%	3%	1%	2%
Val Kilmer in Batman Forever (1995)	3%	2%	3%	2%	3%	3%	3%	2%	3%	6% **	5% Z	3%	2%	2%	3%
Adam West in Batman (1966)	23%	22%	13%	14%	23%	20%	22%	31% S	27% Z	20%	30% Z	36% Z*	13%	24% Z*	15%
Michael Keaton in Batman (1989) and Batman Returns (1992)	16%	19%	13%	22%	17%	17%	13%	17%	17%	12%	18%	25%	14%	14%	19%
George Clooney in Batman & Robin (1997)	5%	7%	10%	2%	6%	6%	3%	5%	4%	** - **	4%	Z* 5%	7%	13%	6%
Christian Bale in Batman Begins (2005), The Dark Knight (2008), The Dark Knight Rises (2012)	21%	19%	N.Q 21%	25%	14%	26%	32%	18%	21%	31%	18%	6%	V 27%	V.X* 11%	29%
The Burk Rhight Rises (2012)				•		R	R.U		Y	**	Y	•	V.X.Y.AA	•	AC
Ben Affleck in Batman v. Superman: Dawn of Justice (2016)	7%	10% N	14% N	7% *	10% S	4%	5%	4%	6%	3% **	2%	2% *	8% X	18% V.X.Y.Z*	9%
Don't know	4%	5%	5%	6% *	4%	4%	4%	2%	3%	-	2%	6% *	6% V	1%	4%
Not applicable - I do not have a favorite live action Batman portrayal	18%	16%	14%	20%	20%	18%	16%	16%	18%	20%	19%	14%	20%	15%	12%
BYB_Q4. Which ONE, if any, of the following is your favorite Batman villain?				*						**		*		*	
Unweighted base	1168	135	159	78	445	394	205	124	550	31	134	58	335	60	280
Base: US Adults familiar with Batman	1171	138	185	76	470	363	213	126	555	29	131	56	334	66	273
Bane	2%	1%	1%	2% *	1%	3%	3%	3%	2%	3% **	2%	- *	4%	-	3%
Mr. Freeze	2%	2%	3%	4% *	2%	2%	1%	3%	2%	6% **	3%		2%	-	3%
The Penguin	12%	9%	9%	8% *	10%	10%	13%	22% R.S.T	13%	18% **	13%	23% V.Z.AA*	9%	8% *	11%
Two-Face	1%	1%	1%	1% *	1%	2%	1%	-	1%	3% **	•	2% *	2%	1% *	2%
Ra's Al Ghul	2%	2%	2%	2% *	2%	0%	3% S	3% S	1%	2% **	1%	-	2%	3% *	2%
The Joker	37%	46% N	38%	34% *	38%	36%	40%	29%	35%	31% **	36%	32% *	41%	46% *	41%
Riddler	6%	4%	7%	1% *	6%	7%	9% U	3%	8% Z	-	7%	3% *	5%	2% *	5%
Talia al Ghul	1%	1%	3% N	2% *	1%	1%	1%	1%	1%	-	1%	5% V.Z*	1%	:	1%
Catwoman	13%	13%	13%	15% *	12%	15%	12%	16%	16% Z	9% **	11%	19% Z*	9%	16% *	11%
Poison Ivy	4%	2%	5%	10% N.O*	4%	5%	2%	1%	3%	7% **	2%	-	5%	7% *	5%
The Scarecrow	2%	2%	6% N	1%	3%	1%	1%	2%	2%	3% **	1%	-	2%	1% *	2%

Batman

What the world thinks		r the age of 18			Income				Type of Are	ea Lived in	
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Not applicable - I do not have a favorite live action Batman portrayal	15%	17%	17%	14%	14%	14%	19%	11%	16%	22%	-
		AB								AI	**
3YB_Q3_rb. Which ONE, if any, of the following is your avorite live action Batman portrayal?											
Unweighted base	1209	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1
Lewis Wilson in Batman (1943)	1%	1%	1%	-	1%	-	-	0%	1%	0%	-
Robert Lowery in Batman and Robin (1949)	2%	2%	2%	2%	1%	3%	2%	4% AJ	1%	1%	-
Val Kilmer in Batman Forever (1995)	3%	3%	3%	3%	3%	2%	3%	4%	2%	3%	-
Adam West in Batman (1966)	23%	25% AB	24%	22%	25%	26%	17%	20%	25%	25%	-
Michael Keaton in Batman (1989) and Batman Returns (1992)	16%	15%	15%	18%	16%	17%	17%	17%	16%	16%	-
George Clooney in Batman & Robin (1997)	5%	5%	5%	7%	4%	6%	5%	5%	6%	4%	- **
Christian Bale in Batman Begins (2005), The Dark Knight (2008), The Dark Knight Rises (2012)	21%	19%	20%	20%	25% AH	25% AH	16%	25% AK	20%	17%	100%
Ben Affleck in Batman v. Superman: Dawn of Justice (2016)	7%	6%	5%	7%	8% AG	3%	10% AG	9% AK	6%	4%	-
Don't know	4%	4%	4%	2%	3%	3%	9% AD.AE.AF.AG	4%	4%	3%	-
Not applicable - I do not have a favorite live action Batman portrayal	18%	20% AB	21% AF	18%	15%	15%	22%	13%	19% Al	25% Al	-
BYB_Q4. Which ONE, if any, of the following is your favorite Batman villain?		Ab	Ar						AI	AI	
Unweighted base	1168	888	332	206	298	186	146	390	535	242	1
Base: US Adults familiar with Batman	1171	898	333	204	300	188	146	407	522	242	1
Bane	2%	2%	3%	1%	3% AH	4% AH	-	3%	2%	1%	- **
Mr. Freeze	2%	2%	2%	1%	2%	2%	3%	3% AJ	1%	1%	- **
The Penguin	12%	12%	11%	12%	10%	20% AD.AE.AF.AH	8%	13%	11%	12%	
Two-Face	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	-
Ra's Al Ghul	2%	1%	1%	3%	1%	2%	1%	2%	2%	1%	-
The Joker	37%	36%	39%	42% AG.AH	39%	31%	29%	39%	36%	34%	100% **
Riddler	6%	7%	5%	6%	9%	4%	7%	5%	7%	7%	
Talia al Ghul	1%	1%	3% AE.AG	-	1%	-	1%	1%	1%	1%	**
Catwoman	13%	14%	13%	14%	13%	16%	11%	13%	13%	14%	-
Poison Ivy	4%	3%	3%	4%	3%	3%	6%	4%	4%	4%	**
The Scarecrow	2%	2%	2%	0%	2%	1%	2%	1%	2%	1%	-

Batman

Female 0% 2% 20% A 680 622 2%	Gen Z (2000 and later) 10% 3% 13% 	Millennial (1982-1999) 1% 3% 10%	Gen X (1965- 1981) 1%	Baby Boomer (1946-1964)	Silent Generation	Pre-Silent Generation						
2% 20% A 680 622	** 3% ** 13%	3%			(1928-1945)	(1927 and earlier)	Other	Northeast	Midwest	South	West	White
20% A 680 622	3% ** 13%			0%	-	-	-	0%	1%	0%	2%	0%
A 680 622	13%	10%	3%	2%	2%	-	-	3%	2%	2%	2%	2%
680 622	**	1070	13%	15%	37%	-	-	16%	17%	14%	13%	17%
622					D.E.F*	**	**					Р
622	33	385	315	383	92	1		226	287	444	252	823
	33	381	298	397	92	2	-	220	254	444	232	798
	-	5%	290	1%	-	-	-	2%	2%	2%	3%	3%
		E.F.G			•	**	**					
1%	2% **	4% E.F	1%	1%	•	- **	-	3%	2%	1%	2%	1%
10%	8% **	6%	11% D	16% D	18% D*	100% **	-	11%	11%	12%	12%	13%
1%	-	3% E.F	1%	0%	1% *	-	-	1%	2%	1%	1%	2%
1%	-	2% F	3% F	1%	-	-	-	2%	2%	1%	3% L	1%
33%	43%	38%	37%	36%	22%	-	-	37%	38%	37%	31%	34%
5%	-	G 4%	G 6%	G 8%	8%	-	-	5%	5%	8%	5%	7%
	**			D	•	**	**					Q
1%	-	2% F	1%	-	1% F*	-	-	2%	0%	1%	2%	1%
15% A	2% **	9%	14% D	17% D	11% *	-	-	13%	13%	13%	13%	13%
5% A	5% **	7% E.F.G	3%	1%	-	-	-	2%	2%	4%	5%	3%
1%	7%	2%	3%	1%	-	-	-	1%	2%	2%	1%	1%
0%	10%	1%	1%	0%	-	-	-	0%	1%	0%	2%	0%
2%	3%	2%	3%	2%	2%	- **	-	3%	2%	2%	L 2%	2%
23%	20%	15%	15%	16%	37%	-	-	19%	19%	16%	16%	19%
A	**				D.E.F*	**	**					Р
679	32	385	315	383	92	1	-	225	287	444	252	823
621	37	381	298	397	94	2	-	214	254	455	285	798
88%	89% **	72%	91% D	93% D	89% D*	100% **	-	82%	88%	88%	83%	89% P.Q
77%	89% **	72%	86%	79%	47% *	100%	-	77%	79%	76%	74%	79% P
87%	89%	76%	92%	93%	90%	100%	-	88%	88%	88%	84%	91%
88%	89%	75%	91%	93%	94%	100%	-	84%	89%	88%	84%	P.Q 91%
73%	77%	62%	80%	82%	D* 71%	100%	-	71%	76%	75%	74%	P.Q 78%
	**	700/	D	D.G	*	**	**	949/	020/	9.40/	929/	P 88%
	87%	87% 89% 88% 89% 73% 77%	··· G 87% 89% 76% 88% 89% 75% 73% 77% 62%	··· G D.F.G 87% 89% 76% 92% ··· D 5% D 88% 89% 75% 91% ··· D 5% 91% 73% 77% 62% 80% ··· D D 0	··· G D.F.G G 87% 89% 76% 92% 93% ··· D D D 88% 89% 75% 91% 93% 73% 77% 62% 80% 82% 0 D.G D.G D.G D.G	··· G D.F.G G ·· 87% 89% 76% 92% 93% 90% ··· D D D D* 88% 89% 75% 91% D D* 73% 77% 62% 80% 82% 71% D D D C * *	··· ·· ··· ··· 87% 89% 76% 92% 93% 90% 100% ··· D D D D ··· ··· 88% 89% 75% 91% 93% 94% ··· 73% 77% 62% 80% 82% 71% 100% 0 D.G D.G ··· ··· ··· ···	··· G D.F.G G ··· ··· 87% 89% 76% 92% 93% 90% 100% - 88% *·· D D D ··· ··· 88% 89% 75% 91% 93% 94% 100% - 73% 77% 62% 80% 82% 71% 100% - 0 D,G 0,G ··· ··· ··· ···	··· ··· ··· ··· ··· 87% 89% 76% 92% 93% 90% 100% - 88% 88% ··· D D D ··· ··· 88% 88% 75% 91% 93% 90% 100% ··· 84% 73% 77% 62% 80% 82% 71% 100% - 71%	Image: Weight of the system of the	Image: Problem state stat	Image: Constraint of the system of

Batman

YouGov What the world thinks		R	ace			Educa	ation				Marita	l Status			Children und
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Other	1%	3% N	1%	3% N*	1%	1%	0%	-	1%	-	-	-	1%	7% V.X.Z*	2% AC
Don't know	2%	1%	3%	4%	2%	3%	2%	2%	2%	-	4%	-	4%	-	2%
Not applicable - I do not have a favorite Batman villain	15%	12%	8%	13% *	16%	14%	12%	15%	14%	18% **	20% AA	16% *	15%	8% *	9%
BYB_Q4_rb. Which ONE, if any, of the following is your favorite Batman villain?						1						1			
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1209	143	190	78	488	375	220	126	566	30	134	57	354	68	281
Bane	2%	1%	1%	2% *	1%	3%	3%	3%	2%	3% **	1%	-	3%	-	3%
Mr. Freeze	2%	2%	3%	4% *	2%	2%	1%	3%	2%	6% **	3%	- *	2%	:	3%
The Penguin	12%	8%	9%	7% *	10%	10%	12%	22% R.S.T	12%	17% **	13%	23% V.Z.AA*	8%	8% *	10%
Two-Face	1%	1%	1%	1% *	1%	2%	1%	-	1%	3% **	-	2% *	2%	1% *	2%
Ra's Al Ghul	2%	2%	2%	2% *	2%	0%	3% S	3% S	1%	2% **	1%	-	2%	3% *	2%
The Joker	36%	45% N	37%	32% *	37%	35%	38%	29%	34%	30% **	35%	32% *	39%	45% *	40%
Riddler	6%	4%	7%	1% *	6%	7%	8% U	3%	8% Z	-	7%	3% *	4%	2% *	5%
Talia al Ghul	1%	1%	3% N	1% *	1%	1%	1%	1%	1%	-	1%	5% V.Z*	1%		1%
Catwoman	13%	12%	13%	15% *	11%	14%	12%	16%	15% Z	9% **	11%	19% Z*	9%	16% *	11%
Poison Ivy	4%	2%	4%	10% N.O*	4%	5%	2%	1%	3%	7% **	2%	-	5%	7% *	5%
The Scarecrow	2%	2%	5% N	1% *	2%	1%	1%	2%	2%	3% **	1%	- *	2%	1% *	2%
Other	1%	3% N	1%	3% N*	1%	1%	0%	-	1%	-	-		1%	7% V.X.Z*	2% AC
Don't know	2%	1%	3%	4% *	2%	3%	2%	2%	2%	-	4%	-	4%	-	2%
Not applicable - I do not have a favorite Batman villain	17%	15%	10%	16% *	19%	17%	15%	15%	15%	20% **	22%	17% *	19%	10% *	11%
BYB_Q5. And which, if any, of the following superheros had you heard of before taking this survey? Please select all that apply.															
Unweighted base	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1208	143	189	78	487	375	220	126	566	30	134	57	354	68	281
The Hulk	86%	88% P	72%	78% *	80%	90% R	88% R	91% R	87%	85% **	88%	87% *	82%	90% *	83%
Iron Man	76%	77% P	62%	79% P*	69%	79% R	83% R	82% R	75%	66% **	80% Y	63% *	78% Y	86% Y*	82% AC
Spider-Man	87%	86% P	73%	83% *	82%	90% R	90% R	93% R	89% Z	82% **	91% Z	82% *	83%	87% *	86%
Superman	87%	88% P	70%	81% *	82%	90% R	89% R	93% R	88% Z	85% **	92% Z	92% *	81%	87% *	84%
Green Lantern	74%	72%	61%	72% *	69%	76% R	79% R	81% R	75%	76% **	80% Z	71% *	70%	83% Z*	72%
Captain America	83%	81%	67%	78%	77%	86%	88%	89%	85%	71%	88%	76%	81%	85%	83%

Batman

US_nat_internal Sample: 14th - 15th March 2019

YOUGOV What the world thinks		r the age of 18			Income				Type of Are	ea Lived in	
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Other	1%	0%	1%	0%	1%	1%	·	0%	1%	1%	-
Don't know	2%	3%	2%	1%	2%	2%	6% AD.AE	2%	3%	2%	- **
Not applicable - I do not have a favorite Batman villain	15%	16% AB	16%	13%	11%	12%	24% AD.AE.AF.AG	10%	16% Al	21% Al	- **
BYB_Q4_rb. Which ONE, if any, of the following is your											
avorite Batman villain?	1000	000	050	0.17		100		007		050	1
Unweighted base	1209	920	350	217	302	188	151	397	557	253 252	1
Base: All US Adults Bane	1209 2%	928 2%	350	214 1%	304 3%	189 4%	- 150	413 3%	543 2%	252	1
					AH	AH					- **
Mr. Freeze	2%	1%	2%	1%	2%	2%	3%	3% AJ	1%	1%	-
The Penguin	12%	12%	10%	11%	10%	20% AD.AE.AF.AH	8%	12%	11%	12%	- **
Two-Face	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	-
Ra's Al Ghul	2%	1%	1%	3%	1%	2%	1%	2%	2%	1%	- **
The Joker	36%	35%	37%	40% AH	38% AH	31%	28%	39%	35%	32%	100% **
Riddler	6%	7%	5%	6%	9% AD	4%	7%	5%	7%	6%	- **
Talia al Ghul	1%	1%	3% AE.AG	-	1%	-	1%	1%	1%	1%	- **
Catwoman	13%	13%	12%	14%	13%	16%	11%	13%	13%	13%	- **
Poison Ivy	4%	3%	3%	4%	3%	3%	6%	4%	4%	3%	
The Scarecrow	2%	2%	2%	0%	2%	1%	2%	1%	2%	1%	
Other	1%	0%	1%	0%	1%	1%	-	0%	1%	1%	
Don't know	2%	3%	2%	1%	2%	2%	6% AD.AE	2%	3%	2%	**
Not applicable - I do not have a favorite Batman villain	17%	19% AB	20% AF	17%	12%	13%	26% AF.AG	11%	19% Al	24% Al	- **
YB_Q5. And which, if any, of the following superheros had bu heard of before taking this survey? Please select all that oply.											
Unweighted base	1208	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1208	928	350	214	304	189	150	413	543	252	1
The Hulk	86%	86%	82%	90% AD	87%	87%	84%	83%	87%	87%	100% **
Iron Man	76%	75%	71%	78%	80% AD	79% AD	74%	78% AK	78% AK	70%	100% **
Spider-Man	87%	87%	84%	90%	89%	87%	85%	84%	88%	88%	100% **
Superman	87%	87%	85%	91% AD.AH	88%	85%	84%	83%	88% Al	89%	100% **

78%

AD

88%

77%

87%

77%

89%

72%

81%

70%

82%

Green Lantern

Captain America

74%

83%

75%

84%

70%

75%

77%

AI

85%

75%

84%

-**

100%

Batman

YouGov What the world thinks		Ge	nder				Generation					Reg	gion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
				**		D.G	D	D*	**	**					O.P.Q
Captain Marvel	78%	78%	78%	82% **	66%	84% D	82% D	85% D*	100% **	-	74%	81%	77%	79%	81% P
Black Panther	69%	67%	71%	87% **	69% G	78% D.F.G	67% G	43% *	- **	-	66%	69%	71%	69%	71% P
Wonder Woman	84%	82%	87% A	82% **	69%	91% D	93% D	93% D*	100% **	- **	83%	88%	85%	82%	89% O.P.Q
Catwoman	81%	79%	82%	74% **	67%	87% D	90% D.G	81% D*	100% **	-	79%	82%	83%	78%	85% P.Q
Thor	74%	74%	74%	82% **	67%	85% D.F.G	75% D.G	58% *	-	-	73%	76%	76%	70%	77% P
Deadpool	53%	56%	50%	84% **	60% F.G	66% F.G	43% G	11% *	-	- **	51%	55%	53%	53%	55% P
Wolverine	69%	70%	68%	82% **	64% G	80% D.F.G	71% G	39% *	-	-	64%	71%	70%	68%	71% P
The Flash	75%	77%	73%	85% **	66% G	83% D.G	82% D.G	52% *	-	-	70%	76%	76%	78%	77% P
None of these	3%	2%	4% A	2% **	6% E.F	1%	1%	3% *	-	-	3%	3%	2%	4%	3%
BYB_Q5_rb. And which, if any, of the following superheros had you heard of before taking this survey? Please select all that apply.															
Unweighted base	1209	529	680	33	385	315	383	92	1	-	226	287	444	252	823
Base: All US Adults	1209	587	622	38	381	298	397	94	2	-	215	254	455	285	798
The Hulk	86%	84%	87%	87% **	72%	91% D	93% D	89% D*	100% **	- **	82%	88%	88%	83%	89% P.Q
Iron Man	76%	76%	77%	88% **	72% G	86% D.F.G	79% G	47% *	100% **	- **	77%	79%	76%	74%	79% P

				**		D	D	D*	**	**					P.Q
Iron Man	76%	76%	77%	88%	72%	86%	79%	47%	100%	-	77%	79%	76%	74%	79%
				**	G	D.F.G	G	*	**	**					Р
Spider-Man	87%	87%	86%	88%	76%	92%	93%	90%	100%	-	88%	88%	88%	84%	91%
				**		D	D	D*	**	**					P.Q
Superman	87%	85%	88%	88%	75%	91%	93%	94%	100%	-	83%	89%	88%	84%	91%
				**		D	D	D*	**	**					P.Q
Green Lantern	74%	75%	73%	75%	62%	80%	82%	71%	100%	-	71%	76%	75%	74%	78%
				**		D	D.G	•	**	**					Р
Captain America	83%	83%	84%	85%	72%	90%	89%	83%	100%	-	84%	83%	84%	82%	88%
						D.G	D	D*	**	**					O.P.Q
Captain Marvel	78%	78%	78%	80%	66%	84%	82%	85%	100%	-	74%	81%	77%	79%	81%
						D	D	D*	**	**					P
Black Panther	69%	67%	71%	85%	69%	78%	67%	43%	-	-	66%	69%	71%	69%	71%
					G	D.F.G	G								P
Wonder Woman	84%	82%	87%	80%	69%	91%	93%	93%	100%	-	82%	88%	85%	82%	89%
<u>.</u>	0.40/	708/	A		070/	D	D	D*			700/	000/	0001	700/	O.P.Q
Catwoman	81%	79%	82%	73%	67%	87%	90%	81%	100%	-	78%	82%	83%	78%	85%
-	7.00	7.00	7.40/		070/	D	D.G	D*			700/	700/	700/	700/	P.Q
Thor	74%	74%	74%	80%	67%	85% D.F.G	75% D.G	58% *	-	-	73%	76%	76%	70%	77%
Deedeed	500/	50%	50%		C0%/	0.F.G 66%	43%	11%			51%	550/	53%	53%	P 55%
Deadpool	53%	56%	50%	82%	60% F.G	66% F.G	43% G	*	-	-	51%	55%	53%	53%	55% P
Wolverine	69%	70%	68%	80%	64%	80%	71%	39%			63%	71%	70%	68%	71%
woiverine	09%	70%	00 %	**	64 % G	00% D.F.G	G 71%	39%	-	-	03%	/ 1 /0	70%	00%	P
The Flash	75%	77%	73%	83%	66%	83%	82%	52%	-		70%	76%	76%	78%	77%
The Flash	1370	// 70	1370	**	60% G	03% D.G	02% D.G	5270	-	**	70%	70%	70%	10%	P
None of these	3%	2%	5%	4%	6%	1%	1%	3%	-	-	3%	3%	2%	4%	3%
NOTIC OF LITESE	570	2 70	5% A	4%	E.F	1 70	1 70	370	-	**	570	570	∠ 70	+ 70	570

Batman

US_nat_internal Sample: 14th - 15th March 2019

YouGov What the world thinks		F	Race			Educa	ation				Marita	I Status			Children
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
		Р		•		R	R	R		**	Y	•		•	
Captain Marvel	78%	75%	64%	79% P*	72%	80% R	84% R	82% R	80% Z	68% **	81%	79% *	74%	78% *	76%
Black Panther	69%	79% P	53%	71% P*	62%	71% R	78% R	74% R	65%	60% **	74% Y	55% *	76% V.Y	71% *	73%
Wonder Woman	84%	81% P	69%	79% *	79%	88% R	89% R	87% R	87% Z	74% **	88% Z	86% *	79%	88% *	81%
Catwoman	81%	83% P	63%	76% P*	75%	86% R	83% R	87% R	82%	79% **	81%	82% *	78%	82% *	75%
Thor	74%	77% P	57%	76% P*	67%	77% R	80% R	79% R	74% Y	62% **	77% Y	55% *	74% Y	81% Y*	789
Deadpool	53%	57% P	41%	57% P*	45%	58% R	59% R	58% R	49% Y	55% **	52% Y	28% *	64% V.X.Y	51% Y*	64% AC
Wolverine	69%	75% P	56%	71% P*	60%	73% R	78% R	75% R	67% Y	53% **	76% Y	52% *	72% Y	73% Y*	74% AC
The Flash	75%	80% P	66%	74% *	70%	80% R	77%	79%	74%	70% **	78% Y	62% *	77% Y	79% *	769
None of these	3%	3%	4%	6% *	4%	3%	2%	1%	3%	6% **	2%	:	4%	3% *	4%
/B_Q5_rb. And which, if any, of the following superheros d you heard of before taking this survey? Please select all at apply.															
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	28
Base: All US Adults	1209	143	190	78	488	375	220	126	566	30	134	57	354	68	28
The Hulk	86%	88% P	71%	78%	80%	90% R	88% R	91% R	87%	85% **	88%	87%	82%	90%	83
Iron Man	76%	77% P	61%	79% P*	69%	79% R	83% R	82% R	75%	66% **	80% Y	63%	78% Y	86% Y*	82 A
Spider-Man	87%	86%	73%	83%	82%	90% R	90% R	93% R	89% Z	82%	91% Z	82% *	83%	87%	86
Superman	87%	88% P	70%	81% *	82%	90% R	89% R	93% R	88% Z	85% **	92% Z	92% *	81%	87% *	84
Green Lantern	74%	72%	61%	72% *	69%	76% R	79% R	81% R	75%	76% **	80% Z	71% *	70%	83% Z*	72
Captain America	83%	81% P	67%	78% *	77%	86% R	88% R	89% R	85%	71%	88% Y	76% *	81%	85% *	83
Captain Marvel	78%	75%	64%	79% P*	72%	80% R	84% R	82% R	80% Z	68% **	81%	79% *	74%	78% *	76
Black Panther	69%	79% P	52%	71% P*	62%	71% R	78% R	74% R	65%	60% **	74% Y	55% *	76% V.Y	71% *	73
Wonder Woman	84%	81% P	69%	79% *	79%	88% R	89% R	87% R	87% Z	74% **	88% Z	86% *	79%	88% *	81
Catwoman	81%	83% P	63%	76% P*	75%	86% R	83% R	87% R	82%	79% **	81%	82% *	78%	82% *	75
Thor	74%	77% P	57%	76% P*	67%	77% R	80% R	79% R	74% Y	62% **	77% Y	55% *	74% Y	81% Y*	78
Deadpool	53%	57% P	41%	57% P*	45%	58% R	59% R	58% R	49% Y	55% **	52% Y	28% *	64% V.X.Y	51% Y*	64 A0
Wolverine	69%	75% P	55%	71% P*	60%	73% R	78% R	75% R	67% Y	53% **	76% Y	52% *	72% Y	73% Y*	749 AC
The Flash	75%	80% P	65%	74% *	70%	80% R	77%	79%	74%	70% **	78% Y	62% *	77% Y	79% *	76

6% ** 2%

*

3% *

4%

4%

6% *

5%

4%

3%

2%

1%

3%

None of these

3%

3%

Batman

US_nat_internal Sample: 14th - 15th March 2019



		r the age of 18			Income				Type of Ar	ea Lived in	
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
				AD	AD	AD					**
Captain Marvel	78%	78%	71%	81% AD	84% AD.AH	81% AD	73%	75%	80%	76%	100% **
Black Panther	69%	68%	65%	76% AD.AH	68%	73%	64%	73% AK	69%	63%	100% **
Wonder Woman	84%	85%	79%	89% AD	87% AD	86% AD	83%	81%	87% Al	85%	100% **
Catwoman	81%	83% AB	75%	87% AD.AH	84% AD	83%	77%	77%	84% Al	81%	-
Thor	74%	73%	67%	75% AD	78% AD	76% AD	77% AD	74%	76%	70%	100% **
Deadpool	53%	50%	47%	56% AD	57% AD	56%	50%	54%	55%	47%	100% **
Wolverine	69%	67%	63%	68%	74% AD	69%	72%	68%	71%	66%	100% **
The Flash	75%	75%	73%	75%	79%	74%	75%	74%	76%	73%	100% **
None of these	3%	3%	3%	3%	2%	3%	7% AD.AF	1%	4% Al	4% Al	- **

BYB_Q5_rb. And which, if any, of the following superheros had you heard of before taking this survey? Please select all that apply.

Unweighted base	1209	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1
The Hulk	86%	86%	82%	90% AD	87%	87%	84%	83%	87%	87%	100% **
Iron Man	76%	75%	71%	78%	80% AD	79% AD	74%	78% AK	78% AK	70%	100% **
Spider-Man	87%	87%	84%	90%	89%	87%	85%	84%	88%	88%	100% **
Superman	87%	87%	85%	91% AD.AH	88%	85%	84%	83%	88% Al	89%	100% **
Green Lantern	74%	75%	70%	78% AD	77%	77%	72%	70%	77% Al	75%	-
Captain America	83%	84%	75%	88% AD	87% AD	89% AD	81%	82%	85%	84%	100% **
Captain Marvel	78%	78%	71%	81% AD	84% AD.AH	81% AD	73%	75%	80%	76%	100% **
Black Panther	69%	68%	65%	76% AD.AH	68%	73%	64%	73% AK	69%	63%	100% **
Wonder Woman	84%	85%	79%	89% AD	87% AD	86% AD	83%	81%	87% Al	85%	100% **
Catwoman	81%	83% AB	75%	87% AD.AH	84% AD	83%	77%	77%	84% Al	81%	-
Thor	74%	73%	67%	75% AD	78% AD	76% AD	77% AD	74%	76%	70%	100% **
Deadpool	53%	50%	47%	56% AD	57% AD	56%	50%	54%	55%	47%	100% **
Wolverine	69%	67%	63%	68%	74% AD	69%	72%	68%	71%	66%	100% **
The Flash	75%	75%	73%	75%	79%	74%	75%	74%	76%	73%	100% **
None of these	3%	3%	3%	3%	2%	3%	7% AD.AF	1%	4% Al	4% Al	-

Batman

YouGov What the world thinks		Ge	ender				Generation					Reg	ion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
f Batman was pitted against the following superheroes, who to you think would emerge victorious? Please select one option on each row.															
BYB_Q6_1. Batman v The Hulk															
Unweighted base	1027	445	582	28	279	282	355	82	1	-	183	252	385	207	725
Base: US Adults familiar with Batman and one other superhero	1022	488	534	32	270	267	367	84	2	-	174	222	391	234	702
Batman	30%	27%	33% A	24% **	27%	30%	30%	42% D.E*	-	- **	26%	30%	29%	35%	33% O
The other guy	70%	73%	67%	76%	73%	70%	70%	58%	100%	-	74%	70%	71%	65%	67%
BYB_Q6_2. Batman v Iron Man		В			G	G		•	**	**					
Unweighted base	922	410	512	28	278	269	302	44	1	-	172	227	335	188	649
Base: US Adults familiar with Batman and one other	912	444	468	32	269	254	311	44	2	_	163	199	340	209	626
superhero															
Batman	33%	34%	32%	35%	37%	32%	30%	36% *	100% **		27%	32%	33%	37% J	34%
The other guy	67%	66%	68%	65% **	63%	68%	70%	64% *	-	- **	73% M	68%	67%	63%	66%
BYB_Q6_3. Batman v Spider-Man					1									1	
Unweighted base Base: US Adults familiar with Batman and one other	1039	462	577	28	290	284	354	82	1	-	194	250	384	211	734
superhero	1036	508	528	32	283	269	365	84	2	-	186	221	392	237	714
Batman	57%	57%	57%	62% **	56%	58%	58%	57% *	- **	-	52%	56%	59%	60%	57%
The other guy	43%	43%	43%	38%	44%	42%	42%	43%	100% **	-	48%	44%	41%	40%	43%
BYB_Q6_4. Batman v Superman															
Unweighted base	1037	456	581	28	286	281	355	86	1	-	187	253	386	211	733
Base: US Adults familiar with Batman and one other	1030	496	534	32	277	265	366	88	2	-	177	224	393	237	712
<mark>superhero</mark> Batman	25%	22%	29% A	34%	37% E.F.G	24%	20%	15% *	-	-	20%	21%	29% J.K	28%	23%
The other guy	75%	79% B	71%	66%	63%	76% D	80% D	85% D*	100%	-	80%	79%	71%	72%	77% P.Q
BYB_Q6_5. Batman v Green Lantern		5				5	5		1		-	-		1	
Unweighted base	893	402	491	23	240	250	313	66	1	-	159	218	336	180	636
Base: US Adults familiar with Batman and one other	891	440	451	28	232	237	326	67	2	-	151	194	338	208	617
<mark>superhero</mark> Batman	69%	64%	75% A	34%	68%	71%	71%	73%	100%	-	74% L	79% L.M	64%	66%	72% 0.Q
The other guy	31%	36% B	25%	66% **	32%	29%	29%	27% *	-	-	26%	21%	36% J.K	34% K	28%
BYB_Q6_6. Batman v Captain America		b							1				0.11	K	_
Unweighted base	999	444	555	27	274	280	342	75	1	-	184	238	370	207	713
Base: US Adults familiar with Batman and one other superhero	994	484	510	31	265	266	353	78	2	-	176	211	374	233	693
Batman	48%	46%	50%	37%	42%	52% D	47%	59% D*	100% **	-	48%	51%	45%	50%	49%
The other guy	52%	54%	50%	63% **	58% E.G	48%	53%	41% *	-	-	52%	49%	55%	50%	51%
BYB_Q6_7. Batman v Captain Marvel															
Unweighted base	931	413	518	25	254	259	315	77	1	-	166	233	337	195	660
Base: US Adults familiar with Batman and one other	929	454	476	29	247	246	325	80	2	-	158	206	343	222	641
superhero Batman	51%	47%	55%	28%	44%	53%	54%	67%	100%	_	50%	58%	48%	50%	54%

Batman

YouGov What the world thinks		R	ace			Educa	ation				Marital	Status			Children un
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
f Batman was pitted against the following superheroes, who to you think would emerge victorious? Please select one sption on each row.															
BYB_Q6_1. Batman v The Hulk															
Unweighted base	1027	122	118	62	372	358	184	113	483	26	120	50	292	56	238
Base: US Adults familiar with Batman and one other superhero	1022	123	135	61	387	330	190	114	486	25	117	48	286	60	230
Batman	30%	18% *	24% *	35% O*	23%	34% R	30%	43% R.T	28%	25% **	35%	35% *	29%	39% *	28%
The other guy	70%	82% N.Q*	76% *	65% *	77% S.U	66%	70% U	57%	72%	75% **	65%	65% *	71%	61% *	72%
YB_Q6_2. Batman v Iron Man		n.a			0.0	1 1							1		
Unweighted base	922	109	102	62	324	319	176	103	421	22	110	38	278	53	235
Base: US Adults familiar with Batman and one other	912	109	116	61	334	293	181	104	420	19	107	36	273	57	226
<mark>superhero</mark> Batman	33%	31% *	27%	39%	32%	35%	29%	37%	27%	38%	35%	48% V*	38% V	35%	33%
The other guy	67%	69% *	73%	61%	68%	65%	71%	63%	73% Y.Z	62% **	65%	52%	62%	65% *	67%
YB_Q6_3. Batman v Spider-Man						1			1.2						_
Unweighted base	1039	120	120	65	376	360	187	116	493	25	124	49	294	54	243
Base: US Adults familiar with Batman and one other	1036	120	138	64	392	333	194	117	498	24	122	46	289	58	237
<mark>superhero</mark> Batman	57%	51% *	65%	59%	57%	55%	62%	58%	57%	52%	62%	59% *	55%	69% *	58%
The other guy	43%	49% *	35%	41%	43%	45%	38%	42%	43%	48%	38%	41%	46%	31%	42%
YB_Q6_4. Batman v Superman															
Unweighted base	1037	123	116	65	379	358	185	115	491	26	125	53	287	55	243
Base: US Adults familiar with Batman and one other superhero	1030	124	131	64	392	330	191	117	493	25	122	51	280	58	233
Batman	25%	26% *	34% N*	35% N*	30% T	26% T	18%	22%	22%	31% **	19%	33% X*	34% V.X.AA	19% *	26%
The other guy	75%	74% *	66% *	65% *	70%	74%	82% R.S	78%	78% Z	69% **	81% Y.Z	67% *	66%	81% Z*	74%
YB_Q6_5. Batman v Green Lantern															
Unweighted base	893	101	99	57	318	307	169	99	417	23	109	43	249	52	207
Base: US Adults familiar with Batman and one other superhero	891	103	115	56	334	282	174	101	423	22	107	40	244	56	200
Batman	69%	54% *	72% O*	57% *	65%	73% R	67%	80% R.T*	70%	56% **	71% *	77% *	68%	64% *	68%
The other guy	31%	46% N.P*	28% *	43% N*	35% S.U	27%	33% U	20% *	30%	44% **	29% *	23% *	32%	36% *	32%
YB_Q6_6. Batman v Captain America															
Unweighted base	999	114	111	61	360	345	184	110	472	23	120	46	285	53	237
Base: US Adults familiar with Batman and one other superhero	994	115	126	60	371	320	191	112	475	21	118	43	280	57	228
Batman	48%	42% *	42%	53%	46%	50%	45%	53%	46%	56% **	51%	52% *	49%	48%	43%
The other guy	52%	58% *	58% *	47% *	54%	50%	56%	47%	54%	44% **	49%	48% *	51%	52% *	57%
YB_Q6_7. Batman v Captain Marvel	024	404	404	00	007	040	475	404	440	00	440	40	004	40	047
Unweighted base Base: US Adults familiar with Batman and one other	931	104	104	63	337	318	175	101	442	22	110	48	261	48	217
superhero Batman	929 51%	106 44%	121 45%	62 50%	349 53%	295 52%	183 47%	103 51%	448 52%	20 53%	108 52%	45 65%	257 47%	52 53%	210 45%

Batman

YOUGOV What the world thinks		r the age of 18			Income				Type of Are	a Lived in	
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
FBatman was pitted against the following superheroes, who lo you think would emerge victorious? Please select one ption on each row.											
BYB_Q6_1. Batman v The Hulk											
Unweighted base	1027	789	284	190	267	163	123	328	483	215	1
Base: US Adults familiar with Batman and one other superhero	1022	792	280	188	265	164	125	337	469	214	1
Batman	30%	31%	30%	27%	29%	33%	34%	29%	31%	30%	-
The other guy	70%	69%	70%	73%	71%	67%	67%	71%	69%	70%	100% **
3YB_Q6_2. Batman v Iron Man											
Unweighted base	922	687	250	167	244	150	111	312	431	178	1
Base: US Adults familiar with Batman and one other superhero	912	685	246	164	242	149	110	318	419	174	1
Batman	33%	33%	38% AG	30%	33%	25%	35% *	31%	35%	31%	- **
The other guy	67%	67%	62%	70%	67%	75% AD	65% *	69%	65%	69%	100% **
3YB_Q6_3. Batman v Spider-Man											
Unweighted base	1039	796	290	192	269	163	125	336	485	217	1
Base: US Adults familiar with Batman and one other superhero	1036	799	288	188	270	163	126	344	474	217	1
Batman	57%	57%	62%	54%	55%	61%	55%	59%	57%	56%	100%
The other guy	43%	43%	38%	46%	45%	39%	45%	41%	43%	44%	-
BYB_Q6_4. Batman v Superman											
Unweighted base	1037	794	293	194	267	160	123	333	485	218	1
Base: US Adults familiar with Batman and one other	1030	797	288	192	266	160	124	340	472	217	1
<mark>superhero</mark> Batman	25%	25%	29%	28%	22%	20%	27%	30% AJ	23%	24%	100%
The other guy	75%	75%	71%	72%	78%	80%	73%	70%	77% Al	76%	-
BYB_Q6_5. Batman v Green Lantern											
Unweighted base	893	686	246	166	233	142	106	278	426	189	-
Base: US Adults familiar with Batman and one other	891	691	242	165	232	145	108	288	417	187	-
<mark>superhero</mark> Batman	69%	70%	71%	66%	72%	73%	61% *	71%	67%	71%	-
The other guy	31%	30%	29%	34%	28%	27%	39% *	29%	33%	29%	-
3YB_Q6_6. Batman v Captain America											
Unweighted base	999	762	265	186	265	164	119	326	464	208	1
Base: US Adults familiar with Batman and one other superhero	994	766	260	183	263	167	121	334	452	207	1
Batman	48%	49%	56% AE.AF.AH	42%	44%	50%	43%	49%	47%	47%	-
The other guy	52%	51%	44%	58% AD	56% AD	50%	57% AD	51%	53%	53%	100% **
BYB_Q6_7. Batman v Captain Marvel											
Unweighted base	931	714	249	172	254	149	107	297	444	189	1
Base: US Adults familiar with Batman and one other	929	720	245	171	254	151	109	307	434	188	1
<mark>superhero</mark> Batman	51%	53%	57%	47%	53%	51%	41%	51%	51%	53%	

Batman

What the world thinks		Ge	nder				Generation					Reg	ion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
The other guy	49%	53%	A 45%	** 72%	56%	D 47%	D 46%	D.E.F* 33%	**	**	50%	L 42%	52%	50%	46%
The outer guy	4370	В	4570	**	E.F.G	47.% G	40% G	*	**	**	30 %	42 /0	52 /0 K	5076	4070
YB_Q6_8. Batman v Black Panther															
Unweighted base	830	358	472	27	264	240	258	41	-	-	148	197	313	172	578
Base: US Adults familiar with Batman and one other superhero	822	390	432	31	255	228	266	40	-	-	140	173	315	194	557
Batman	50%	55%	46%	26%	48%	48%	52%	74%	-	-	46%	59%	47%	50%	55%
		В						D.E.F*	**	**		J.L			0
The other guy	50%	45%	54%	74%	52%	52%	48%	26%	-	-	54%	41%	53%	50%	45%
			A	**	G	G	G	*	**	**	К		к		
/B_Q6_9. Batman v Wonder Woman	1015	110	676	0.5	000	000	050	05			100	050	070	000	700
Unweighted base Base: US Adults familiar with Batman and one other	1015	440	575	25	266	282	356	85	1	-	183	252	372	208	723
superhero	1007	479	527	29	256	266	366	87	2	-	173	222	379	232	701
Batman	47%	47%	47%	33%	43%	46%	51%	53%	100%	-	46%	46%	49%	47%	47%
The other guy	53%	53%	53%	67%	57%	54%	49%	47%	-	-	54%	54%	51%	53%	53%
YB Q6 10. Batman v Catwoman															
Unweighted base	974	425	549	23	260	271	344	75	1	-	176	236	366	196	690
Base: US Adults familiar with Batman and one other	964	461	503	27	250	255	356	76	2	_	166	208	370	220	668
superhero Batman	79%	85%	74%	64%	78%	80%	81%	77%	100%	-	81%	79%	78%	79%	80%
Daunan	1970	85%	7470	04% **	1070	0070	0170	*	100%	**	0170	1970	1070	79%	007
The other guy	21%	15%	26%	36%	22%	20%	19%	23%	-	-	19%	21%	22%	21%	20%
/B_Q6_11. Batman v Thor			A					•		**					
Unweighted base	893	401	492	25	262	264	289	53	-		163	219	336	175	628
Base: US Adults familiar with Batman and one other	883	432	451	29	252	249	298	54	_		155	191	339	197	607
superhero										-					
Batman	26%	23%	29%	12%	24%	23%	28%	45% D.E.F*	-	-	23%	26%	27%	28%	27%
The other guy	74%	77%	71%	88%	76%	77%	72%	55%	-	-	77%	74%	73%	73%	739
				**	G	G	G	*	**	**					
/B_Q6_12. Batman v Deadpool															
Unweighted base	651	310	341	26	237	210	168	10	-	-	117	160	239	135	451
Base: US Adults familiar with Batman and one other superhero	633	327	306	30	225	196	172	10	-	-	108	139	236	150	430
Batman	47%	45%	49%	27%	42%	52%	53%	37%	-	-	51%	44%	50%	43%	46%
The other guy	53%	55%	51%	73%	58%	D 48%	D 47%	63%	-	-	49%	56%	50%	57%	54%
				**	E.F			**	**	**					0
'B_Q6_13. Batman v Wolverine	000	000	450		0.40	054	074				115	005	044	(70	570
Unweighted base Base: US Adults familiar with Batman and one other	836	383	453	25	249	254	271	37	-	-	145	205	314	172	578
superhero	824	411	414	29	241	237	280	37	-	-	136	180	315	192	559
Batman	37%	37%	36%	41% **	38%	31%	37%	64% D.E.F*	-	-	35%	40%	37%	35%	37%
The other guy	63%	63%	64%	59% **	62% G	69% G	63% G	36% *	- **	- **	65%	60%	63%	65%	63%
/B_Q6_14. Batman v The Flash															
Unweighted base	900	409	491	26	257	257	311	49	-	-	157	217	334	192	625
Base: US Adults familiar with Batman and one other														218	605

Batman

YouGov What the world thinks		R	ace			Educa	tion				Marita	I Status			Children un
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
		*	*	*				*		**		Ζ*		*	
The other guy	49%	56%	55%	50%	47%	48%	53%	49%	48%	47% **	48%	35%	53%	47%	55%
YB_Q6_8. Batman v Black Panther										**			Y	•	AC
Unweighted base	830	107	89	56	288	286	164	92	364	20	101	33	266	46	209
Base: US Adults familiar with Batman and one other	822	111	99	55	299	261	169	93	364	17	98	30	265	47	201
superhero Batman	50%	20%	48%	63%	52%	50%	47%	50%	54%	52%	53%	49%	43%	50%	52%
Daman	0070	*	-40% O*	O*	5270	0070	4770	*	Z	**	*	*	4070	*	52.70
The other guy	50%	80% N.P.Q*	52% *	37% *	48%	50%	53%	50% *	46%	48% **	47% *	51% *	57% V	50% *	48%
YB_Q6_9. Batman v Wonder Woman															
Unweighted base	1015	114	115	63	370	350	184	111	485	24	121	49	281	55	232
Base: US Adults familiar with Batman and one other superhero	1007	113	131	62	381	324	191	110	488	21	116	48	274	59	224
Batman	47%	44% *	53% *	48%	51%	45%	46%	45%	47%	45% **	53%	56% *	42%	59% Z*	47%
The other guy	53%	56% *	47% *	52% *	49%	55%	54%	55%	53%	55% **	47%	44% *	58% AA	41% *	53%
YB_Q6_10. Batman v Catwoman															
Unweighted base	974	117	106	61	348	342	175	109	462	24	112	48	276	52	218
Base: US Adults familiar with Batman and one other superhero	964	117	119	60	358	316	180	110	461	23	108	47	271	55	207
Batman	79%	73% *	78% *	86% *	80%	79%	81%	72% *	80% X	90% **	68%	90% X*	78% X	87% X*	81%
The other guy	21%	27% *	22% *	14% *	20%	21%	19%	28% *	20%	10% **	32% V.Y.Z.AA	10% *	22%	13% *	19%
YB_Q6_11. Batman v Thor															
Unweighted base	893	109	96	60	315	309	171	98	418	20	106	34	264	51	226
Base: US Adults familiar with Batman and one other superhero	883	109	107	59	323	285	176	100	418	18	103	31	258	54	215
Batman	26%	27% *	19% *	28% *	25%	26%	24%	33% *	26%	30% **	20% *	40% X*	27%	27% *	21%
The other guy	74%	73% *	81% *	72% *	75%	74%	76%	67% *	74%	70% **	80% Y*	60% *	73%	73% *	79%
YB_Q6_12. Batman v Deadpool															
Unweighted base	651	83	72	45	212	239	127	73	281	18	73	17	229	33	187
Base: US Adults familiar with Batman and one other superhero	633	82	77	45	215	215	130	73	276	16	70	16	221	34	177
Batman	47%	61% N.Q*	46% *	39% *	43%	49%	46%	56% *	46%	51% **	51% *	69% **	43%	62% **	46%
The other guy	53%	39% *	54% *	61% O*	57%	51%	54%	44% *	54%	49% **	49% *	31% **	57%	38% **	54%
/B_Q6_13. Batman v Wolverine															
Unweighted base	836	106	96	56	282	292	167	95	380	18	106	32	253	47	216
Base: US Adults familiar with Batman and one other superhero Batman	824 37%	105 34%	105 38%	55 35%	291 35%	268 32%	171 38%	95 50%	380 37%	16 26%	101 30%	30 51%	249 37%	49 43%	206 35%
The other guy	63%	* 66%	* 62%	* 65%	65%	68%	62%	R.S*	63%	20% ** 74%	* 70%	X* 49%	63%	* 57%	65%
The Surer guy	0070	*	*	*	U	U	0270	*	0070	**	Y*	*	5070	*	0070
YB_Q6_14. Batman v The Flash															
Unweighted base	900	109	107	59	320	316	164	100	415	22	106	38	271	48	219
Base: US Adults familiar with Batman and one other superhero	898	112	124	58	337	294	168	99	417	21	104	35	268	52	212

Batman

YOU GOV		r the age of 18			Income				Type of Are	a Lived in	
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
		AB	AH		AH						**
The other guy	49%	47%	43%	53%	47%	49%	59%	49%	49%	47%	100%
3YB_Q6_8. Batman v Black Panther							AD.AF*				
Unweighted base	830	621	231	161	209	136	93	293	379	157	1
Base: US Adults familiar with Batman and one other	822	621	224	160	207	137	94	298	369	154	1
superhero Batman	50%	49%	52%	46%	52%	50%	48%	50%	49%	54%	-
Damai	0070	1070	0270	1070	0270	0070	*	0070	10,0	0170	**
The other guy	50%	51%	48%	54%	48%	50%	52% *	50%	51%	46%	100%
BYB_Q6_9. Batman v Wonder Woman											
Unweighted base	1015	783	279	188	264	162	122	324	477	213	1
Base: US Adults familiar with Batman and one other superhero	1007	782	272	187	262	162	123	330	466	211	1
Batman	47%	48%	54% AE.AF	41%	43%	54% AE.AF	43%	47%	49%	45%	-
The other guy	53%	52%	46%	59% AD.AG	57% AD.AG	46%	57%	53%	51%	55%	100%
3YB_Q6_10. Batman v Catwoman				AD.AG	AD.AG						
Unweighted base	974	756	267	184	254	154	115	309	462	203	-
Base: US Adults familiar with Batman and one other	964	758	259	183	253	155	114	314	449	201	-
superhero Batman	79%	79%	81%	77%	79%	81%	76%	78%	80%	78%	-
The other guy	21%	21%	19%	23%	21%	19%	24%	22%	20%	22%	**
											**
3YB_Q6_11. Batman v Thor											
Unweighted base	893	667	238	161	239	142	113	296	420	176	1
Base: US Adults familiar with Batman and one other superhero	883	667	231	159	236	143	114	300	409	172	1
Batman	26%	28%	30%	23%	24%	27%	26%	24%	27%	27%	- **
The other guy	74%	72%	70%	77%	76%	73%	74%	76%	73%	73%	100% **
BYB_Q6_12. Batman v Deadpool											
Unweighted base	651	464	174	120	175	107	75	222	305	123	1
Base: US Adults familiar with Batman and one other superhero	633	456	162	119	173	105	74	221	294	117	1
Batman	47%	47%	50%	46%	44%	51%	43% *	49%	46%	47%	100%
The other guy	53%	53%	50%	54%	56%	49%	57% *	51%	54%	53%	-
3YB_Q6_13. Batman v Wolverine											
Unweighted base	836	620	225	147	226	131	107	279	393	163	1
Base: US Adults familiar with Batman and one other	824	618	219	145	224	129	107	279	382	162	1
superhero Batman	37%	37%	36%	33%	38%	37%	41%	34%	39%	36%	-
Daman	0170	0770	0070	0070	0070	0170	*	0470	0070	0070	**
The other guy	63%	63%	64%	67%	62%	63%	59% *	66%	61%	64%	100%
3YB_Q6_14. Batman v The Flash		1									
Unweighted base	900	681	252	160	239	139	110	291	425	183	1
Base: US Adults familiar with Batman and one other											1

Batman

US_nat_internal Sample: 14th - 15th March 2019

YouGov What the world thinks		Ge	nder				Generation					Reç	jion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Batman	59%	56%	62%	41%	57%	62%	57%	75% D.F*	-	-	48%	63% J	57%	65% J	62% Q
The other guy	41%	44%	38%	59%	43%	38%	43%	25%	-	-	52%	37%	43%	35%	38%
f Batman was pitted against the following superheroes, who to you think would emerge victorious? Please select one ption on each row.					G		G			**	K.M				
BYB_Q6rc_1. Batman v The Hulk (recoded)															
Unweighted base	1209	529	680	33	385	315	383	92	1	-	226	287	444	252	823
Base: All US Adults	1209	587	622	38	381	298	397	94	2	-	215	254	455	285	798
Batman	25%	22%	28%	20%	19%	27%	28%	38%	-	-	21%	26%	25%	29%	29%
			A	**		D	D	D*	**	**					0.P
The other guy	59%	61%	57%	64% **	52%	63% D	64% D.G	52% *	100% **	- **	60%	62%	61%	53%	59%
a N/A – Not familiar with at least one of the super heros	16%	17%	14%	16%	29%	10%	7%	11%	-	-	19%	12%	14%	18%	12%
				**	E.F.G			•	**	**	K				
BYB_Q6rc_2. Batman v Iron Man (recoded)			1				1								
Unweighted base	1209	529	680	33	385	315	383	92	1	-	226	287	444	252	823
Base: All US Adults	1209	587	622	38	381	298	397	94	2	-	215	254	455	285	798
Batman	25%	26%	24%	30%	26%	27%	23%	17% *	100% **	-	20%	25%	25%	27%	26% P
The other guy	51%	50%	51%	55% **	45% G	58% D.G	55% D.G	30% *	-	-	55% M	53%	50%	46%	52%
a N/A – Not familiar with at least one of the super heros	25%	24%	25%	15%	29%	15%	21%	53%	-	-	24%	22%	25%	27%	22%
BYB_Q6rc_3. Batman v Spider-Man (recoded)					E.F		E	D.E.F*	~~						
Unweighted base	1209	529	680	33	385	315	383	92	1	-	226	287	444	252	823
Base: All US Adults	1209	587	622	38	381	298	397	94	2	-	215	254	455	285	798
Base. All US Adults Batman	49%	50%	49%	52%	41%	53%	54%	51%	-	-	45%	49%	51%	50%	51%
				**		D	D	•	**	**					
The other guy	36%	37%	36%	32%	33%	38%	38%	39% *	100% **		41%	38%	35%	33%	39% P
a N/A – Not familiar with at least one of the super heros	14%	14%	15%	15%	26% E.F.G	10%	8%	10% *	-	-	14%	13%	14%	17%	11%
BYB_Q6rc_4. Batman v Superman (recoded)			1	1		1	1								
Unweighted base	1209	529	680	33	385	315	383	92	1	-	226	287	444	252	823
Base: All US Adults	1209	587	622	38	381	298	397	94	2	-	215	254	455	285	798
Base. All US Adults Batman	22%	18%	25%	29%	27%	230	19%	14%	-	-	16%	19%	25%	23%	20%
			A	**	F.G			•	**	**			J.K		
The other guy	64%	66%	61%	56% **	46%	68% D	74% D	80% D.E*	100% **	-	66%	69% L.M	61%	60%	69% P.Q
a N/A – Not familiar with at least one of the super heros	15%	16%	14%	15%	27% E.F.G	11%	8%	6% *	-	-	18%	12%	14%	17%	11%
BYB_Q6rc_5. Batman v Green Lantern (recoded)					E.F.G										
Unweighted base	1209	529	680	33	385	315	383	92	1	-	226	287	444	252	823
Base: All US Adults	1209	587	622	38	381	298	397	94	2	-	215	254	455	285	798
Batman	51%	48%	54% A	25% **	41%	57% D	58% D	52% *	100% **	-	52%	60% L.M	48%	48%	56% O.P.Q
The other guy	23%	27%	18%	48%	19%	23%	24%	19%	-	-	18%	16%	27%	25%	21%
a N/A – Not familiar with at least one of the super heros	26%	B 25%	27%	27%	39%	20%	18%	29%	-	-	30%	24%	J.K 26%	K 27%	23%

BYB_Q6rc_6. Batman v Captain America (recoded)

Batman

US_nat_internal Sample: 14th - 15th March 2019

YouGov What the world thinks		R	ace			Educa	tion				Marita	I Status			Children ur
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Batman	59%	56%	55%	43%	57%	58%	57%	69% R*	59%	59% **	64%	72% Z*	54%	66%	58%
The other guy	41%	44%	45%	57% N*	43% U	42%	43%	31%	41%	41%	36%	28%	46% Y	34%	42%
f Batman was pitted against the following superheroes, who do you think would emerge victorious? Please select one option on each row. VB_Q6rc_1. Batman v The Hulk (recoded)				N ⁻	U								Ţ		
	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Unweighted base															
Base: All US Adults	1209	143	190	78	488	375	220	126	566	30	134	57	354	68	281
Batman	25%	16%	17%	27% O*	19%	29% R	26% R	39% R.T	24%	21% **	31%	30% *	24%	35%	23%
The other guy	59%	70% N.P.Q	55%	51% *	61%	58%	60%	52%	62%	61% **	56%	55% *	57%	54% *	59%
a N/A – Not familiar with at least one of the super heros	16%	14%	29% N.O	22% N*	21% S.T.U	12%	14%	9%	14%	18% **	13%	15% *	19%	12% *	18%
YB_Q6rc_2. Batman v Iron Man (recoded)		-													
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1209	141	104	78	403	375	213	124	566	30	137	57	354	68	200
Base: All US Aduits Batman	25%	24%	190	31%	22%	27%	220	31%	20%	25%	28%	30%	29%	29%	281
			1-01	P*						**		*	V	*	
The other guy	51%	53%	45%	47% *	46%	51%	58% R	52%	54% Y	39% **	52% Y	33%	48% Y	55% Y*	54%
a N/A – Not familiar with at least one of the super heros	25%	24%	39% N.O.Q	22%	32% S.T.U	22%	18%	18%	26%	36% **	20%	37% X.Z.AA*	23%	16% *	19%
YB_Q6rc_3. Batman v Spider-Man (recoded)															
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1209	143	190	78	403	375	210	126	566	30	134	57	354	68	200
Base: All US Adults Batman	49%	43%	48%	48%	46%	49%	54%	53%	50%		56%	47%	45%	59%	49%
Barnan	49%	43%	48%	48%	40%	49%	54% R	53%	50%	41% **	Z	47%	40%	*	49%
The other guy	36%	41% P	25%	34%	34%	40%	34%	39%	38%	39% **	35%	33%	37%	26%	35%
a N/A – Not familiar with at least one of the super heros	14%	16%	27%	18%	20%	11%	12%	7%	12%	20%	9%	20%	18%	15%	16%
			N.O	N*	S.T.U							X*	V.X		
YB_Q6rc_4. Batman v Superman (recoded)															_
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1209	143	190	78	488	375	220	126	566	30	134	57	354	68	281
Batman	22%	22%	24%	28%	24% T	23% T	15%	20%	19%	26% **	17%	30% *	27% V.X	16% *	22%
The other guy	64%	64% P	45%	53% *	56%	65% R	72% R	72% R	68% Z	57% **	74% Z	61% *	52%	70% Z*	61%
a N/A – Not familiar with at least one of the super heros	15%	13%	31% N.O	19% N*	20% S.T.U	12%	13%	7%	13%	17%	9%	10% *	21% V.X	14%	17%
BYB_Q6rc_5. Batman v Green Lantern (recoded)															
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1209	143	190	78	488	375	220	126	566	30	134	57	354	68	281
Batman	51%	39%	44%	41%	44%	55% R	53% R	65% R.T	53%	42% **	56%	55%	47%	53%	48%
The other guy	23%	33%	17%	31%	24%	20%	26%	16%	22%	32%	23%	16%	22%	29%	23%
a N/A – Not familiar with at least one of the super heros	26%	N.P 28%	39%	P* 28%	32%	25%	U 21%	19%	25%	** 26%	20%	* 29%	31%	* 18%	29%
2 Hot laminar mar at loadt one of the Super heros	2070	2070	0070	2070	0270	2070	2.70	1070	2070	2070	2070	2070	0.70		2070

BYB_Q6rc_6. Batman v Captain America (recoded)

Batman

US_nat_internal Sample: 14th - 15th March 2019

YOUGOV What the world thinks		r the age of 18			Income				Type of Are	ea Lived in	
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Othe
Batman	59%	59%	60%	57%	59%	63%	54% *	56%	61%	59%	-
The other guy	41%	41%	40%	43%	41%	37%	46%	44%	39%	41%	100%
If Batman was pitted against the following superheroes, who do you think would emerge victorious? Please select one option on each row.											
BYB_Q6rc_1. Batman v The Hulk (recoded)											
Unweighted base	1209	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1
Batman	25%	26%	24%	24%	25%	28%	28%	24%	27%	26%	-
The other guy	59%	59%	56%	64%	62%	58%	55%	58%	60%	60%	100%
a N/A – Not familiar with at least one of the super heros	16%	15%	20% AE.AF	12%	13%	14%	17%	18%	14%	15%	-
BYB_Q6rc_2. Batman v Iron Man (recoded)											
Unweighted base	1209	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1
Batman	25%	24%	27%	23%	27%	20%	26%	24%	27%	21%	-
The other guy	51%	50%	43%	54% AD	53% AD	59% AD	48%	53%	50%	47%	1009
a N/A – Not familiar with at least one of the super heros	25%	26%	30%	23%	20%	21%	27%	23%	23%	31%	-
		AB	AF.AG							AI.AJ	**
BYB_Q6rc_3. Batman v Spider-Man (recoded)											
Unweighted base	1209	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1
Batman	49%	49%	51%	47%	49%	53%	46%	49%	50%	48%	1009
The other guy	36%	37%	32%	40% AD	40% AD	33%	38%	34%	37%	38%	-
a N/A – Not familiar with at least one of the super heros	14%	14%	18% AF	12%	11%	14%	16%	17%	13%	14%	-
BYB_Q6rc_4. Batman v Superman (recoded)											
Unweighted base	1209	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1
Batman	22%	22%	24%	25%	19%	17%	22%	24%	20%	21%	1009
The other guy	64%	64%	58%	65%	68% AD	67%	60%	58%	67% Al	65%	-
a N/A – Not familiar with at least one of the super heros	15%	14%	18% AE	10%	13%	16%	18%	18%	13%	14%	-
BYB_Q6rc_5. Batman v Green Lantern (recoded)											
Unweighted base	1209	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1
Batman	51%	52%	49%	51%	55% AH	56% AH	44%	50%	52%	52%	-
The other guy	23%	22%	20%	26%	21%	21%	28%	20%	25%	22%	-
a N/A – Not familiar with at least one of the super heros	26%	25%	31%	23%	24%	23%	28%	30% AJ	23%	26%	100

BYB_Q6rc_6. Batman v Captain America (recoded)

Batman

YouGov What the world thinks		Ge	nder				Generation					Reg	ion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1209	529	680	33	385	315	383	92	1	-	226	287	444	252	823
Base: All US Adults	1209	587	622	38	381	298	397	94	2	-	215	254	455	285	798
Batman	39%	38%	41%	30%	29%	46% D	42% D	49% D*	100%	-	39%	43%	37%	41%	43% P
The other guy	43%	45%	41%	52%	40%	43%	47% G	34%	-	-	43%	40%	45%	41%	44%
a N/A – Not familiar with at least one of the super heros	18%	18%	18%	18%	30% E.F.G	11%	11%	17%	-	-	18%	17%	18%	18%	13%
BYB_Q6rc_7. Batman v Captain Marvel (recoded)					E.F.G										
Unweighted base	1209	529	680	33	385	315	383	92	1		226	287	444	252	823
Base: All US Adults	1209	587	622	38	381	298	397	94	2		215	254	455	285	798
Base. All 03 Adults Batman	39%	37%	42%	22%	28%	44%	44%	57%	100%	-	37%	47%	36%	39%	43%
				**		D	D	D.E.F*	**	**		J.L			0.P
The other guy	38%	41% B	35%	55% **	37%	39%	38%	28%	- **	**	37%	34%	39%	39%	37%
a N/A – Not familiar with at least one of the super heros	23%	23%	23%	23% **	35% E.F.G	17%	18%	15% *	- **	-	26%	19%	25%	22%	20%
BYB_Q6rc_8. Batman v Black Panther (recoded)															
Unweighted base	1209	529	680	33	385	315	383	92	1	-	226	287	444	252	823
Base: All US Adults	1209	587	622	38	381	298	397	94	2	-	215	254	455	285	798
Batman	34%	36%	32%	21%	32%	37%	35%	32%	-	-	30%	40% J.L	32%	34%	38% O.P
The other guy	34%	30%	38%	61%	35%	39%	32%	11%	-	-	35%	28%	37%	34%	31%
a N/A – Not familiar with at least one of the super heros	32%	34%	A 31%	17%	G 33%	G 23%	G 33%	57%	100%	-	35%	32%	K 31%	32%	30%
				**	E		E	D.E.F*	**	**					
BYB_Q6rc_9. Batman v Wonder Woman (recoded)															
Unweighted base	1209	529	680	33	385	315	383	92	1	-	226	287	444	252	823
Base: All US Adults	1209	587	622	38	381	298	397	94	2	-	215	254	455	285	798
Batman	39%	39%	40%	25% **	29%	41% D	47% D	49% D*	100%	-	37%	40%	41%	39%	41%
The other guy	44%	43%	45%	52%	38%	48% D	45%	43%	-	-	43%	48%	42%	43%	47% P
a N/A – Not familiar with at least one of the super heros	17%	18%	15%	22%	33%	11%	8%	7%	-	-	20%	12%	17%	18%	12%
BYB_Q6rc_10. Batman v Catwoman (recoded)					E.F.G			<u> </u>			К				
Unweighted base	1209	529	680	33	385	315	383	92	1	-	226	287	444	252	823
Base: All US Adults	1209	587	622	38	381	298	397	94	2	-	215	254	455	285	798
Batman	63%	66%	60%	45%	51%	68%	73%	62%	100%		62%	65%	64%	61%	67%
The other guy	17%	B 12%	21%	25%	15%	D 17%	D.G 17%	19%	-	-	15%	17%	18%	16%	P 17%
a N/A – Not familiar with at least one of the super heros	20%	21%	A 19%	** 30%	34%	15%	10%	* 19%	-	-	23%	18%	19%	23%	16%
BYB_Q6rc_11. Batman v Thor (recoded)				**	E.F.G			F*	**	**					
Unweighted base	1209	529	680	33	385	315	383	92	1	-	226	287	444	252	823
Base: All US Adults	1209	587	622	38	381	298	397	94	2	-	215	254	455	285	798
Batman	19%	17%	21%	10%	16%	20%	21%	26% D*	- ++	-	16%	19%	20%	19%	20% P
The other guy	54%	56%	52%	68%	50%	64%	54%	32%	-	-	56%	56%	54%	50%	56% P
a N/A – Not familiar with at least one of the super heros	27%	27%	27%	22%	G 34%	D.F.G 16%	G 25%	* 42%	100%	-	28%	25%	25%	31%	P 24%
				**	E.F		E	E.F*	**	**					

Batman

YouGov What the world thinks		R	lace			Educa	ition				Marita	I Status			Children und
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1209	143	190	78	488	375	220	126	566	30	134	57	354	68	281
Batman	39%	34%	28%	40% *	35%	43% R	38%	48% R	38%	38% **	45%	39% *	39%	40% *	35%
The other guy	43%	47%	38%	36% *	41%	42%	48%	42%	46%	31% **	43%	36% *	41%	44% *	46%
a N/A – Not familiar with at least one of the super heros	18%	20%	33% N.O	23% N*	24% S.T.U	15%	14%	11%	16%	31% **	12%	24% X*	21% X	16% *	19%
BYB_Q6rc_7. Batman v Captain Marvel (recoded)															
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1209	143	190	78	488	375	220	126	566	30	134	57	354	68	281
Batman	39%	33%	29%	39%	38%	41%	39%	42%	41%	35%	42%	51% Z*	34%	41% *	33%
The other guy	38%	41%	35%	40% *	34%	38%	44% R	40%	38%	30%	38%	28%	38%	36%	41%
a N/A – Not familiar with at least one of the super heros	23%	26%	36% N.Q	21% *	29% S.T.U	21%	17%	18%	21%	35% **	19%	21% *	27% V	23%	25%
BYB_Q6rc_8. Batman v Black Panther (recoded)						L									
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults Batman	1209 34%	143 15%	190 25%	78 44% O.P*	488 32%	375 35%	220 36%	126 37%	566 35%	30 30%	134 39%	57 26%	354 32%	68 35%	281 38%
The other guy	34%	62% N.P.Q	27%	26%	30%	35%	41% R	37%	29%	28%	34%	27%	43% V.Y	35% *	34%
a N/A – Not familiar with at least one of the super heros	32%	23%	48% N.O.Q	29% *	39% S.T.U	30%	23%	26%	36% X.Z	42% **	26%	46% X.Z*	25%	30% *	29%
BYB_Q6rc_9. Batman v Wonder Woman (recoded)															
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1209	143	190	78	488	375	220	126	566	30	134	57	354	68	281
Batman	39%	35%	37%	38%	39%	39%	40%	39%	40% Z	32% **	46% Z	47% Z*	33%	51% Z*	37%
The other guy	44%	44%	32%	41% *	39%	47% R	47%	48%	46%	39% **	41%	37% *	45%	35% *	43%
a N/A – Not familiar with at least one of the super heros	17%	21% N	31% N	21% N*	22% S.T.U	14%	13%	13%	14%	29% **	13%	15% *	23% V.X	13% *	20%
BYB_Q6rc_10. Batman v Catwoman (recoded)															
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1209	143	190	78	488	375	220	126	566	30	134	57	354	68	281
Batman	63%	60%	49%	66% P*	59%	67% R	66%	62%	65% X	68% **	55%	74% X.Z*	60%	71% *	59%
The other guy	17%	22%	14%	11%	14%	18%	15%	25% R.T	16%	8% **	26% V.Y.Z.AA	8% *	17%	10%	14%
a N/A – Not familiar with at least one of the super heros	20%	18%	37% N.O.Q	24%	27% S.T.U	16%	18%	13%	19%	24% **	19%	18% *	23%	19% *	26% AC
BYB_Q6rc_11. Batman v Thor (recoded)															
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1209	143	190	78	488	375	220	126	566	30	134	57	354	68	281
Batman	19%	20% P	11%	22% P*	17%	19%	19%	26% R	19%	18%	16%	22%	20%	21%	16%
The other guy	54%	56%	46%	54% *	49%	56% R	61% R	53%	55% Y	42% **	62% Y	33%	53% Y	58% Y*	60% AC
a N/A – Not familiar with at least one of the super heros	27%	24%	43% N.O.Q	24% *	34% S.T.U	24%	20%	21%	26%	40% **	23%	45% V.X.Z.AA*	27%	21% *	23%

Batman

What the world thinks		r the age of 18			Income		Type of Area Lived in				
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1209	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1
Batman	39%	41%	42%	35%	39%	44%	34%	40%	39%	39%	-
											**
The other guy	43%	42%	32%	50% AD	48% AD	44% AD	46% AD	41%	44%	43%	100% **
a N/A – Not familiar with at least one of the super heros	18%	17%	26% AE.AF.AG	15%	13%	12%	19%	19%	17%	18%	-
YB_Q6rc_7. Batman v Captain Marvel (recoded)											
Unweighted base	1209	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1
Batman	39%	41%	40%	38%	44%	41%	30%	38%	40%	40%	-
		AB	AH		AH	AH					**
The other guy	38%	36%	30%	42%	39%	39%	43%	37%	39%	35%	100%
				AD	AD	AD	AD				**
a N/A – Not familiar with at least one of the super heros	23%	22%	30% AE.AF.AG	20%	17%	20%	27% AF	26%	20%	25%	-
YB_Q6rc_8. Batman v Black Panther (recoded)											
Unweighted base	1209	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1
Batman	34%	33%	33%	34%	35%	36%	30%	36%	33%	33%	-
The other guy	34%	34%	31%	40% AD	33%	36%	33%	36% AK	35%	28%	100% **
a N/A – Not familiar with at least one of the super heros	32%	33%	36% AE	25%	32%	28%	37% AE	28%	32%	39% Al	-
YB_Q6rc_9. Batman v Wonder Woman (recoded)											
Unweighted base	1209	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1
Batman	39%	40%	42%	36%	37%	46% AE	35%	38%	42%	37%	-
The other guy	44%	44%	36%	51%	49%	40%	46%	42%	44%	46%	100%
a N/A – Not familiar with at least one of the super heros	17%	16%	22%	AD.AG 13%	AD 14%	15%	AD 18%	20%	14%	16%	-
BYB_Q6rc_10. Batman v Catwoman (recoded)			AE.AF.AG					AJ			**
Unweighted base	1209	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1
Batman	63%	64%	60%	66%	66%	66%	58%	60%	66% Al	63%	- **
The other guy	17%	17%	14%	19%	17%	16%	18%	17%	16%	17%	-
a N/A – Not familiar with at least one of the super heros	20%	18%	26% AE.AF.AG	15%	17%	18%	24% AE	24% AJ	17%	20%	100%
BYB_Q6rc_11. Batman v Thor (recoded)			AL.A. AU				AL	ΛJ	1		
Unweighted base	1209	920	350	217	302	188	151	397	557	253	1
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1
Batman	19%	20%	20%	17%	18%	21%	20%	18%	20%	19%	-
The other guy	54%	52%	46%	57%	59%	55%	56%	55%	55%	50%	100%
The outer gay				AD	AD						**

Batman

US_nat_internal Sample: 14th - 15th March 2019

YouGov What the world thinks		Ge	ender		Generation								gion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
BYB_Q6rc_12. Batman v Deadpool (recoded)															
Unweighted base	1209	529	680	33	385	315	383	92	1	-	226	287	444	252	823
Base: All US Adults	1209	587	622	38	381	298	397	94	2	-	215	254	455	285	798
Batman	25%	25%	24%	22% **	25% G	34% D.F.G	23% G	4% *	-	-	25%	24%	26%	23%	25%
The other guy	28%	30% B	25%	58% **	34% F.G	32% F.G	20% G	7% *	-	-	25%	31%	26%	30%	29%
a N/A – Not familiar with at least one of the super heros	48%	44%	51% A	20% **	41%	34%	57% D.E	89% D.E.F*	100% **	-	50%	45%	48%	47%	46%
BYB_Q6rc_13. Batman v Wolverine (recoded)															
Unweighted base	1209	529	680	33	385	315	383	92	1	-	226	287	444	252	823
Base: All US Adults	1209	587	622	38	381	298	397	94	2	-	215	254	455	285	798
Batman	25%	26%	24%	32% **	24%	24%	26%	25% *	-	-	22%	28%	26%	24%	26%
The other guy	43%	44%	43%	46% **	39% G	55% D.F.G	45% G	14% *	-	- **	41%	43%	44%	44%	44% P
a N/A – Not familiar with at least one of the super heros	32%	30%	33%	22% **	37% E.F	20%	29% E	61% D.E.F*	100% **	-	37%	29%	31%	33%	30%
BYB_Q6rc_14. Batman v The Flash (recoded)															
Unweighted base	1209	529	680	33	385	315	383	92	1	-	226	287	444	252	823
Base: All US Adults	1209	587	622	38	381	298	397	94	2	-	215	254	455	285	798
Batman	44%	43%	45%	33%	37%	51% D	47% D	39% *	-	-	33%	48% J	43% J	50% J	47% P.Q
The other guy	30%	34% B	27%	48% **	28% G	31% G	35% G	13% *	-	-	36% M	28%	32%	27%	29%
a N/A – Not familiar with at least one of the super heros	26%	24%	28%	20% **	35% E.F	18%	18%	48% D.E.F*	100% **	-	31%	25%	25%	23%	24%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/XY/Z/AA, AB/AC, AD/AE/AF/AG/AH, Al/AJ/AK/AL, Minimum Base: 30 (**), Small Base: 100 (*))

Batman

US_nat_internal Sample: 14th - 15th March 2019

YouGov What the world thinks		F	Race			Educa	ation				Marita	I Status			Children und
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
BYB_Q6rc_12. Batman v Deadpool (recoded)															
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1209	143	190	78	488	375	220	126	566	30	134	57	354	68	281
Batman	25%	35% N.P	19%	22% *	19%	28% R	27% R	32% R	23%	27% **	27%	19% *	27%	31% *	29%
The other guy	28%	22%	22%	35% P*	25%	29%	32%	26%	26% Y	26% **	25% Y	9% *	36% V.X.Y.AA	19% *	34% AC
a N/A – Not familiar with at least one of the super heros	48%	43%	59% N.O.Q	43% *	56% S.T.U	43%	41%	42%	51% Z	47% **	48% Z	72% V.X.Z.AA*	37%	51% *	37%
BYB_Q6rc_13. Batman v Wolverine (recoded)															
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1209	143	190	78	488	375	220	126	566	30	134	57	354	68	281
Batman	25%	25%	21%	25% *	21%	23%	30% R	38% R.S	25%	14% **	23%	27% *	26%	31% *	26%
The other guy	43%	49% P	35%	46% *	38%	49% R.U	48% R	37%	42% Y	39% **	53% V.Y	26% *	44% Y	41% *	47%
a N/A – Not familiar with at least one of the super heros	32%	26%	45% N.O.Q	29% *	40% S.T.U	28%	23%	25%	33%	47% **	24%	48% V.X.Z.AA*	30%	28% *	27%
BYB_Q6rc_14. Batman v The Flash (recoded)															
Unweighted base	1209	141	164	81	465	407	213	124	562	32	137	59	356	62	288
Base: All US Adults	1209	143	190	78	488	375	220	126	566	30	134	57	354	68	281
Batman	44%	44%	36%	32% *	40%	46%	44%	54% R	43%	41% **	50%	45% *	41%	51% *	44%
The other guy	30%	34%	29%	42% N*	29%	33%	33%	24%	30% Y	29% **	28%	17% *	35% Y	26% *	32%
a N/A – Not familiar with at least one of the super heros	26%	22%	35% N.O	26% *	31% S.U	21%	24%	21%	26%	30% **	22%	38% X.Z*	24%	23% *	25%

Cell Contents (Cc

Batman

US_nat_internal Sample: 14th - 15th March 2019

YouGov What the world thinks		r the age of 18			Income			Type of Area Lived in				
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other	
YB_Q6rc_12. Batman v Deadpool (recoded)												
Unweighted base	1209	920	350	217	302	188	151	397	557	253	1	
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1	
Batman	25%	23%	23%	26%	25%	28%	21%	26%	25%	22%	100% **	
The other guy	28%	26%	23%	30%	32% AD	27%	28%	28%	29%	24%	- **	
a N/A – Not familiar with at least one of the super heros	48%	51% AB	54% AE.AF.AG	45%	43%	44%	51%	46%	46%	54%	- **	
/B_Q6rc_13. Batman v Wolverine (recoded)												
Unweighted base	1209	920	350	217	302	188	151	397	557	253	1	
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1	
Batman	25%	25%	23%	22%	28%	25%	29%	23%	28%	23%	-	
The other guy	43%	42%	40%	46%	46%	43%	42%	45%	43%	41%	100%	
a N/A – Not familiar with at least one of the super heros	32%	33% AB	38% AF	32%	26%	32%	29%	32%	30%	35%	- **	
YB_Q6rc_14. Batman v The Flash (recoded)												
Unweighted base	1209	920	350	217	302	188	151	397	557	253	1	
Base: All US Adults	1209	928	350	214	304	189	150	413	543	252	1	
Batman	44%	44%	43%	42%	46%	46%	40%	41%	46%	43%	-	
The other guy	30%	30%	29%	32%	32%	27%	34%	32%	30%	29%	100% **	
a N/A – Not familiar with at least one of the super heros	26%	26%	28%	26%	22%	27%	26%	26%	24%	28%	-	

Cell Contents (Cc