

Black Panther
Fieldwork Dates: 30th January - 4th February 2018

Conducted by YouGov
On behalf of YouGov NY

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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 2283 adults. Fieldwork was undertaken between 30th January - 4th February 2018. 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.

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Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

HNB_q1. Which, if any, of the following Marvel Studios superhero films have you watched? Please select all that apply.

Unweighted base	2283	1009	1274	578	721	984	427	533	794	529	1666	243	210	164	838
Base: All US adults	2265	1118	1147	708	691	865	434	500	774	556	1475	281	341	168	943
One or more movies from the Avengers series	42%	45%	38%	54%	48%	26%	44%	42%	40%	42%	41%	41%	42%	46%	36%
One or more movies from the Thor series	38%	42%	34%	47%	45%	26%	37%	38%	37%	41%	38%	39%	35%	46%	31%
One or more movies from the Ironman series	45%	48%	41%	53%	52%	33%	45%	45%	43%	47%	46%	43%	39%	47%	40%
The Hulk movie	36%	41%	32%	41%	42%	28%	40%	34%	36%	37%	32%	44%	52%	35%	38%
One or more movies from the Captain America series	40%	45%	35%	49%	46%	28%	41%	37%	41%	42%	39%	41%	44%	42%	35%
The Doctor Strange movie	24%	29%	20%	30%	30%	15%	25%	20%	23%	30%	24%	23%	25%	27%	19%
The Spiderman: Homecoming movie	28%	31%	25%	39%	32%	17%	33%	23%	28%	30%	25%	32%	39%	28%	27%
The Ant-Man movie	27%	32%	23%	35%	34%	16%	27%	22%	27%	34%	25%	30%	35%	32%	25%
One or more movies from the Guardians of the Galaxy series	39%	41%	36%	46%	47%	26%	40%	37%	37%	40%	39%	31%	39%	46%	31%
None of these	33%	28%	37%	18%	27%	49%	33%	35%	34%	29%	36%	30%	24%	26%	39%

HNB_q2. Before taking this survey, had you heard of the new Marvel Studios' movie, Black Panther? Please select the option that best applies.

Unweighted base	2283	1009	1274	578	721	984	427	533	794	529	1666	243	210	164	838
Base: All US adults	2265	1118	1147	708	691	865	434	500	774	556	1475	281	341	168	943
Yes, and I know all of the details about the movie	9%	9%	8%	14%	11%	3%	7%	7%	10%	9%	7%	19%	10%	7%	7%
Yes, and I know some of the details about the movie	22%	25%	19%	28%	25%	14%	23%	23%	20%	23%	19%	30%	23%	30%	18%
No, but I don't know much about the movie	37%	38%	36%	36%	39%	36%	38%	33%	38%	38%	38%	34%	35%	36%	34%
Net: Aware of Black Panther movie	68%	73%	62%	78%	75%	53%	68%	63%	68%	70%	64%	83%	68%	73%	60%

HNB_q3. As you may or may not have heard, Marvel Studios is releasing a new movie, Black Panther, in theaters on February 16th. It will be the first time Marvel Studios has cast a black actor as the main character in a movie...

When, if ever, do you plan on watching Black Panther? Please select the option that best applies.

Unweighted base	2283	1009	1274	578	721	984	427	533	794	529	1666	243	210	164	838
Base: All US adults	2265	1118	1147	708	691	865	434	500	774	556	1475	281	341	168	943
I plan to watch it during its first week in theaters	13%	14%	11%	20%	16%	4%	11%	12%	14%	14%	9%	30%	16%	11%	10%
I plan to watch it in theaters, but not in the first week	17%	18%	16%	23%	18%	12%	18%	14%	17%	19%	13%	22%	25%	27%	16%

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Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

HNB_q1. Which, if any, of the following Marvel Studios superhero films have you watched? Please select all that apply.

Unweighted base	2283	774	425	246	1134	42	241	89	676	80	556	1696	812	661	477
Base: All US adults	2265	716	389	217	1042	41	221	84	776	82	561	1677	847	641	446
One or more movies from the Avengers series	42%	47%	46%	41%	39%	40%	29%	22%	50%	46%	51%	38%	39%	46%	43%
		N	N		T,U	*		*	R.T,U	T,U*	Y			Z,AC	
One or more movies from the Thor series	38%	44%	41%	42%	36%	43%	29%	16%	44%	55%	45%	36%	37%	39%	41%
		N	N	N	U	U*	U	*	R.T,U	R.T,U*	Y				
One or more movies from the Ironman series	45%	49%	51%	44%	44%	53%	34%	27%	50%	57%	53%	42%	42%	50%	45%
		N	N		T,U	T,U*		*	R.T,U	R.T,U*	Y			Z	
The Hulk movie	36%	38%	35%	27%	35%	48%	30%	25%	40%	45%	48%	32%	37%	39%	33%
		Q			T,U*			*	R.T,U	T,U*	Y				
One or more movies from the Captain America series	40%	45%	45%	40%	39%	50%	28%	19%	46%	46%	50%	37%	38%	43%	41%
		N	N		T,U	T,U*		*	R.T,U	T,U*	Y				
The Doctor Strange movie	24%	28%	30%	25%	23%	25%	18%	9%	29%	33%	30%	23%	21%	28%	28%
		N	N		U	U*		*	R.T,U	T,U*	Y			Z	Z
The Spiderman: Homecoming movie	28%	29%	33%	22%	27%	13%	18%	9%	34%	35%	38%	24%	26%	33%	29%
		N,Q			T,U	*		*	R,S,T,U	S,T,U*	Y			Z,AC	
The Ant-Man movie	27%	30%	29%	24%	26%	19%	18%	11%	32%	39%	35%	25%	26%	30%	29%
		N			T,U	*		*	R.T,U	R,S,T,U*	Y			AC	
One or more movies from the Guardians of the Galaxy series	39%	42%	50%	41%	37%	46%	28%	20%	43%	52%	48%	35%	35%	41%	42%
		N	N,O,Q	N	T,U	T,U*		*	R.T,U	R.T,U*	Y			Z	
None of these	33%	30%	25%	30%	35%	25%	46%	56%	25%	20%	20%	37%	35%	29%	32%
					V,W	*	R,S,V,W	R,S,V,W*		*		X		AA	

HNB_q2. Before taking this survey, had you heard of the new Marvel Studios' movie, Black Panther? Please select the option that best applies.

Unweighted base	2283	774	425	246	1134	42	241	89	676	80	556	1696	812	661	477
Base: All US adults	2265	716	389	217	1042	41	221	84	776	82	561	1677	847	641	446
Yes, and I know all of the details about the movie	9%	10%	11%	7%	8%	5%	5%	1%	11%	10%	15%	6%	9%	9%	10%
		N			U	*		*	T,U	U*	Y				
Yes, and I know some of the details about the movie	22%	23%	28%	22%	18%	27%	18%	13%	28%	23%	24%	21%	23%	22%	23%
		N	N			*		*	R.T,U	*					
Yes, but I don't know much about the movie	37%	39%	39%	40%	37%	35%	38%	33%	38%	29%	38%	37%	35%	41%	35%
						*		*		*				Z	
No, I have never heard about this movie before	32%	28%	23%	30%	36%	33%	39%	53%	23%	38%	23%	36%	33%	29%	31%
					V	*	V	R,T,V*		V*		X			
Net: Aware of Black Panther movie	68%	72%	77%	70%	64%	67%	61%	47%	77%	62%	77%	64%	67%	71%	69%
		N	N	N	U	*	U	*	R.T,U,W	*	Y			AC	AC

HNB_q3. As you may or may not have heard, Marvel Studios is releasing a new movie, Black Panther, in theaters on February 16th. It will be the first time Marvel Studios has cast a black actor as the main character in a movie...

When, if ever, do you plan on watching Black Panther? Please select the option that best applies.

Unweighted base	2283	774	425	246	1134	42	241	89	676	80	556	1696	812	661	477
Base: All US adults	2265	716	389	217	1042	41	221	84	776	82	561	1677	847	641	446
I plan to watch it during its first week in theaters	13%	13%	16%	16%	10%	13%	10%	10%	16%	16%	19%	11%	13%	13%	14%
		N	N	N		*		*	R,T	*	Y		AC	AC	AC
I plan to watch it in theaters, but not in the first week	17%	19%	20%	13%	15%	14%	16%	10%	20%	22%	21%	15%	16%	20%	18%
			Q			*		*	R	*	Y			AC	

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Total	Social networks membership													
	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

HNB_q1. Which, if any, of the following Marvel Studios superhero films have you watched? Please select all that apply.

Unweighted base	2283	320	1767	820	609	576	119	648	190	696	418	40	30	18	260
Base: All US adults	2265	320	1726	834	569	605	119	597	200	747	477	43	29	17	264
One or more movies from the Avengers series	42%	38%	43%	51%	50%	51%	52%	46%	59%	55%	57%	46%	46%	17%	26%
			AP	AD,AP	AD,AP	AD,AP	AP	AP	D,AE,AF,AG,AI,A	AD,AI,AP	AD,AE,AF,AI,AP	AP*	**	**	
One or more movies from the Thor series	38%	34%	40%	45%	45%	45%	47%	43%	53%	51%	53%	51%	59%	5%	25%
			AP	AD,AP	AD,AP	AD,AP	AP	AP	D,AE,AF,AG,AI,A	D,AE,AF,AG,AI,A	D,AE,AF,AG,AI,A	AP*	**	**	
One or more movies from the Ironman series	45%	43%	47%	53%	54%	52%	55%	50%	60%	56%	58%	55%	72%	15%	30%
			AP	AD,AP	AD,AP	AD,AP	AP	AP	AD,AI,AP	AD,AI,AP	AD,AI,AP	AP*	**	**	
The Hulk movie	36%	36%	38%	40%	38%	47%	48%	37%	43%	46%	45%	43%	54%	15%	25%
			AP	AP	AP	AD,AE,AF,AI,AP	AD,AF,AI,AP	AP	AP	AD,AE,AF,AI,AP	AD,AF,AI,AP	AP*	**	**	
One or more movies from the Captain America series	40%	38%	42%	47%	46%	50%	51%	43%	56%	51%	52%	50%	63%	23%	25%
			AP	AD,AP	AP	AD,AI,AP	AD,AP	AP	AD,AE,AF,AI,AP	AD,AE,AF,AI,AP	AD,AF,AI,AP	AP*	**	**	
The Doctor Strange movie	24%	22%	26%	32%	30%	32%	33%	27%	32%	33%	33%	35%	35%	6%	13%
			AP	AD,AI,AP	AD,AP	AD,AP	AP	AP	AP	AD,AI,AP	AD,AI,AP	AP*	**	**	
The Spiderman: Homecoming movie	28%	22%	30%	35%	30%	34%	45%	32%	40%	40%	42%	48%	42%	-	12%
			AP	AD,AF,AP	AP	AP	D,AE,AF,AG,AI,A	AP	AD,AF,AI,AP	D,AE,AF,AG,AI,A	D,AE,AF,AG,AI,A	AD,AF,AP*	**	**	
The Ant-Man movie	27%	23%	28%	33%	30%	33%	42%	31%	38%	35%	36%	34%	35%	9%	19%
			AP	AD,AP	AP	AD,AP	AD,AF,AI,AP	AP	AD,AF,AP	AD,AF,AP	AD,AP	*	**	**	
One or more movies from the Guardians of the Galaxy series	39%	37%	40%	47%	48%	45%	46%	47%	55%	49%	51%	53%	62%	14%	23%
			AP	AD,AP	AD,AP	AD,AP	AP	AD,AP	AD,AE,AG,AI,AP	AD,AP	AD,AP	AP*	**	**	
None of these	33%	37%	31%	25%	27%	23%	22%	30%	19%	21%	20%	26%	15%	58%	54%
		AA	AF,AG,AH,AJ,AK	AK,AL	AJ,AK,AL			AE,AG,AJ,AK,AL				*	**	**	F,AG,AH,AI,AJ,AI

HNB_q2. Before taking this survey, had you heard of the new Marvel Studios' movie, Black Panther? Please select the option that best applies.

Unweighted base	2283	320	1767	820	609	576	119	648	190	696	418	40	30	18	260
Base: All US adults	2265	320	1726	834	569	605	119	597	200	747	477	43	29	17	264
Yes, and I know all of the details about the movie	9%	6%	9%	12%	8%	12%	16%	11%	14%	12%	16%	36%	6%	-	3%
			AP	AD,AF,AP	AP	AD,AF,AP	AD,AF,AP	AP	AD,AF,AP	AD,AF,AP	D,AE,AF,AI,AK,A	F,AG,AH,AI,AJ,AI	**	**	
Yes, and I know some of the details about the movie	22%	17%	23%	27%	27%	26%	33%	22%	34%	28%	28%	34%	35%	13%	11%
			AP	AD,AI,AP	AD,AI,AP	AI,AP	AD,AI,AP	AP	AD,AE,AG,AI,AP	AD,AI,AP	AD,AI,AP	AP*	**	**	
Yes, but I don't know much about the movie	37%	37%	36%	38%	38%	38%	34%	37%	34%	37%	35%	16%	42%	30%	38%
			AM	AM	AM	AM	AM	AM	AM	AM	AM	*	**	**	AM
No, I have never heard about this movie before	32%	40%	31%	23%	27%	23%	16%	31%	18%	23%	21%	14%	16%	57%	48%
		AA,AB	F,AG,AH,AJ,AK,AL,AM		AE,AH,AJ,AL			AE,AG,AH,AJ,AK,AL,AM				*	**	**	F,AG,AH,AI,AJ,AI
Net: Aware of Black Panther movie	68%	60%	69%	77%	73%	77%	84%	69%	82%	77%	79%	86%	84%	43%	52%
			AP	AD,AF,AI,AP	AD,AP	AD,AI,AP	AD,AF,AI,AP	AP	AD,AF,AI,AP	AD,AI,AP	AD,AF,AI,AP	AD,AI,AP*	**	**	**

HNB_q3. As you may or may not have heard, Marvel Studios is releasing a new movie, Black Panther, in theaters on February 16th. It will be the first time Marvel Studios has cast a black actor as the main character in a movie...

When, if ever, do you plan on watching Black Panther? Please select the option that best applies.

Unweighted base	2283	320	1767	820	609	576	119	648	190	696	418	40	30	18	260
Base: All US adults	2265	320	1726	834	569	605	119	597	200	747	477	43	29	17	264
I plan to watch it during its first week in theaters	13%	8%	14%	17%	16%	18%	22%	14%	20%	17%	23%	41%	19%	10%	5%
			AP	AD,AP	AP	AD,AI,AP	AD,AI,AP	AP	AD,AI,AP	AD,AI,AP	AE,AF,AG,AI,AK	F,AG,AH,AI,AJ,AI	**	**	
I plan to watch it in theaters, but not in the first week	17%	13%	18%	19%	19%	19%	20%	18%	22%	24%	21%	19%	34%	8%	10%
			AP	AP	AP	AP	AP	AP	AP	D,AE,AF,AG,AI,A	AD,AP	*	**	**	

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Total	Black Panther Awareness					Planning to Watch Black Panther						
	Yes, and I know all of the details about the movie	Yes, and I know some of the details about the movie	Yes, but I don't know much about the movie	No, I have never heard about this movie before	Net: Aware	I plan to watch it during its first week in theaters	I plan to watch it in theaters, but not in the first week	I plan to watch it, but not in theaters	I never plan to watch it	Don't know	Net: Planning to watch in theaters	Net: Planning to watch
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB

HNB_q1. Which, if any, of the following Marvel Studios superhero films have you watched? Please select all that apply.

Unweighted base	2283	185	464	863	771	1512	262	352	587	684	398	614	1201
Base: All US adults	2265	196	494	840	735	1530	288	387	563	634	392	676	1239
One or more movies from the Avengers series	42%	69%	65%	45%	15%	55%	64%	61%	61%	12%	27%	62%	62%
		AS.AT.AU	AS.AT.AU	AT		AS.AT	AY.AZ	AY.AZ	AY.AZ		AY	AY.AZ	AY.AZ
One or more movies from the Thor series	38%	67%	63%	39%	13%	50%	62%	57%	57%	9%	22%	59%	58%
		AS.AT.AU	AS.AT.AU	AT		AS.AT	AY.AZ	AY.AZ	AY.AZ		AY	AY.AZ	AY.AZ
One or more movies from the Ironman series	45%	64%	66%	51%	18%	58%	62%	60%	65%	17%	33%	61%	63%
		AS.AT	AS.AT.AU	AT		AS.AT	AY.AZ	AY.AZ	AY.AZ		AY	AY.AZ	AY.AZ
The Hulk movie	36%	66%	50%	37%	19%	45%	61%	53%	50%	12%	23%	56%	53%
		AR.AS.AT.AU	AS.AT.AU	AT		AS.AT	AX.AY.AZ.BB	AY.AZ	AY.AZ		AY	AX.AY.AZ	AY.AZ
One or more movies from the Captain America series	40%	70%	63%	44%	13%	53%	64%	62%	57%	11%	25%	63%	60%
		AS.AT.AU	AS.AT.AU	AT		AS.AT	AY.AZ	AY.AZ	AY.AZ		AY	AY.AZ	AY.AZ
The Doctor Strange movie	24%	55%	43%	23%	6%	33%	49%	45%	29%	5%	12%	46%	38%
		AR.AS.AT.AU	AS.AT.AU	AT		AS.AT	AX.AY.AZ.BB	AX.AY.AZ.BB	AY.AZ		AY	AX.AY.AZ.BB	AX.AY.AZ
The Spiderman: Homecoming movie	28%	57%	47%	27%	10%	37%	57%	50%	31%	7%	15%	53%	43%
		AR.AS.AT.AU	AS.AT.AU	AT		AS.AT	AX.AY.AZ.BB	AX.AY.AZ.BB	AY.AZ		AY	AX.AY.AZ.BB	AX.AY.AZ
The Ant-Man movie	27%	55%	47%	27%	7%	37%	52%	45%	37%	5%	14%	48%	43%
		AS.AT.AU	AS.AT.AU	AT		AS.AT	AX.AY.AZ.BB	AX.AY.AZ	AY.AZ		AY	AX.AY.AZ.BB	AX.AY.AZ
One or more movies from the Guardians of the Galaxy series	39%	64%	60%	41%	15%	50%	61%	60%	52%	12%	25%	60%	57%
		AS.AT.AU	AS.AT.AU	AT		AS.AT	AX.AY.AZ	AX.AY.AZ	AY.AZ		AY	AX.AY.AZ.BB	AX.AY.AZ
None of these	33%	5%	9%	27%	62%	19%	5%	7%	12%	70%	49%	6%	9%
		AL.AM		AQ.AR.AU	AQ.AR.AS.AU	AQ.AR			AV.AW.BA.BB	V.AW.AX.AZ.BA.BE	AV.AW.AX.BA.BB		AV.BA

HNB_q2. Before taking this survey, had you heard of the new Marvel Studios' movie, Black Panther? Please select the option that best applies.

Unweighted base	2283	185	464	863	771	1512	262	352	587	684	398	614	1201
Base: All US adults	2265	196	494	840	735	1530	288	387	563	634	392	676	1239
Yes, and I know all of the details about the movie	9%	100%	-	-	-	13%	40%	12%	5%	0%	1%	24%	15%
		AR.AS.AT.AU				AR.AS.AT	V.AX.AY.AZ.BA.BE	AX.AY.AZ	AY.AZ			AW.AX.AY.AZ.BE	AW.AX.AY.AZ
Yes, and I know some of the details about the movie	22%	-	100%	-	-	32%	43%	45%	24%	5%	8%	44%	35%
			AQ.AS.AT.AU			AQ.AS.AT	AX.AY.AZ.BB	AX.AY.AZ.BB	AY.AZ			AX.AY.AZ.BB	AX.AY.AZ
Yes, but I don't know much about the movie	37%	-	-	100%	-	55%	13%	34%	53%	36%	37%	25%	38%
				AQ.AR.AT.AU		AQ.AR.AT		AV.BA	V.AW.AY.AZ.BA.BE	AV.BA	AV.BA	AV	AV.BA
No, I have never heard about this movie before	32%	-	-	-	100%	-	3%	10%	18%	59%	54%	7%	12%
		AL.AM			AQ.AR.AS.AU			AV.BA	AV.AW.BA.BB	AV.AW.AX.BA.BE	AV.AW.AX.BA.BE	AV	AV.BA
Net: Aware of Black Panther movie	68%	100%	100%	100%	-	100%	97%	90%	82%	41%	46%	93%	88%
		AT	AT	AT		AT	V.AX.AY.AZ.BA.BE	AX.AY.AZ	AY.AZ			AW.AX.AY.AZ.BE	AX.AY.AZ

HNB_q3. As you may or may not have heard, Marvel Studios is releasing a new movie, Black Panther, in theaters on February 16th. It will be the first time Marvel Studios has cast a black actor as the main character in a movie...

When, if ever, do you plan on watching Black Panther? Please select the option that best applies.

Unweighted base	2283	185	464	863	771	1512	262	352	587	684	398	614	1201
Base: All US adults	2265	196	494	840	735	1530	288	387	563	634	392	676	1239
I plan to watch it during its first week in theaters	13%	59%	25%	5%	1%	18%	100%	-	-	-	-	43%	23%
		AR.AS.AT.AU	AS.AT.AU	AT		AS.AT	V.AX.AY.AZ.BA.BB					AW.AX.AY.AZ.BE	AW.AX.AY.AZ
I plan to watch it in theaters, but not in the first week	17%	23%	35%	15%	5%	23%	-	100%	-	-	-	57%	31%
		AS.AT	AQ.AS.AT.AU	AT		AS.AT		AV.AX.AY.AZ.BA.BB				AV.AX.AY.AZ.BB	AV.AX.AY.AZ

YouGov NY
Black Panther

US_nat Sample: 30th January - 4th February 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
I plan to watch it, but not in theaters	25%	26%	24%	24%	28%	23%	24%	27%	25%	23%	27%	23%	22%	19%	24%
I never plan to watch it	28%	27%	29%	17%	23%	41%	29%	30%	28%	26%	34%	13%	19%	23%	30%
Don't know	17%	15%	20%	15%	16%	21%	18%	18%	16%	19%	18%	13%	18%	20%	20%
Net: Plan to watch in theaters	30%	32%	27%	44%	33%	16%	29%	26%	31%	32%	22%	52%	42%	39%	26%
Net: Planning to watch	55%	58%	51%	68%	61%	39%	53%	53%	56%	56%	49%	74%	63%	57%	50%

HNB_q4. And which, if any, of the following factors contribute to your interest in seeing Black Panther? Please select all that apply.

Unweighted base	1201	561	640	393	438	370	215	275	427	284	784	183	144	90	398
Base: All US adults who plan to see Black Panther	1239	650	588	482	421	336	229	263	436	311	719	209	215	96	473
I'm a fan of Marvel movies in general	51%	53%	49%	53%	55%	44%	56%	56%	50%	45%	55%	41%	46%	53%	49%
I'm a fan of superhero movies in general	46%	49%	42%	45%	47%	45%	45%	42%	44%	52%	50%	37%	44%	37%	42%
It looks like a good movie from the trailers	47%	47%	48%	49%	46%	47%	44%	48%	50%	44%	48%	55%	39%	41%	46%
I'm a fan of one or more of the cast members	17%	16%	19%	24%	16%	9%	15%	15%	19%	19%	17%	24%	12%	18%	15%
The amount of black cast members	20%	17%	23%	25%	17%	17%	19%	23%	20%	18%	17%	46%	7%	14%	15%
The amount of female cast members	12%	9%	15%	17%	9%	6%	9%	16%	9%	13%	12%	J.L.M	8%	10%	7%
Other	4%	4%	5%	2%	5%	8%	6%	4%	3%	5%	5%	3%	5%	4%	4%

HNB_q5. Have you ever read any of the Black Panther comics? Please select the option that best applies. If you have never heard of the Black Panther comics, please select the 'Not applicable' option.

Unweighted base	2283	1009	1274	578	721	984	427	533	794	529	1666	243	210	164	838
Base: All US adults	2265	1118	1147	708	691	865	434	500	774	556	1475	281	341	168	943
Yes, I have read all of the Black Panther comics	3%	4%	3%	6%	4%	1%	5%	3%	3%	3%	2%	8%	5%	4%	3%
Yes, I have read some of the Black Panther comics	5%	8%	3%	10%	5%	2%	6%	4%	6%	6%	3%	8%	12%	11%	5%
Yes, I have read a few of the Black Panther comics	6%	8%	4%	7%	7%	4%	5%	8%	5%	7%	5%	8%	8%	6%	6%
No, I haven't read any of the Black Panther comics	50%	49%	51%	50%	53%	47%	50%	47%	51%	51%	52%	50%	43%	50%	44%
Not applicable - I have never heard of the Black Panther comics before	35%	32%	39%	27%	30%	47%	35%	38%	36%	32%	39%	26%	32%	29%	42%

HNB_q6_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

Superhero movies don't tend to be very diverse

Unweighted base	2283	1009	1274	578	721	984	427	533	794	529	1666	243	210	164	838
Base: All US adults	2265	1118	1147	708	691	865	434	500	774	556	1475	281	341	168	943
Strongly agree	14%	12%	15%	17%	11%	13%	15%	15%	12%	13%	11%	27%	11%	14%	11%

YouGov NY
Black Panther

US_nat Sample: 30th January - 4th February 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
I plan to watch it, but not in theaters	25%	26%	23%	27%	26%	26%*	20%	19%	25%	23%*	28%	24%	26% AB	27% AB	21%
I never plan to watch it	28%	27%	25%	28%	31% S.V.W	16%*	35% S.V.W	37% S.V.W*	23%	17%*	17%	32% X	28%	25%	31% AA
Don't know	17%	15%	15%	16%	17% R.V*	32%*	18%	24%*	16%	22%*	15%	18%	17%	15%	16%
Net: Plan to watch in theaters	30%	32% N	36% N	29%	26%	27%*	26%	20%*	36% R.T.U	38% R.U*	40% Y	26%	29% AC	33% AC	32% AC
Net: Planning to watch	55%	58% N	60% N	56%	52% U	52%*	46%	39%*	61% R.T.U	61% T.U*	68% Y	50%	56% AC	60% AB.AC	53% AC

HNB_q4. And which, if any, of the following factors contribute to your interest in seeing Black Panther? Please select all that apply.

Unweighted base	1201	420	247	136	566	20	108	33	407	50	368	810	428	378	244
Base: All US adults who plan to see Black Panther	1239	413	232	121	541	21	103	32	476	50	381	838	470	383	236
I'm a fan of Marvel movies in general	51%	50%	55%	57%	50%	49%**	49%*	27%**	54%	57%*	47%	52%	51%	49%	54%
I'm a fan of superhero movies in general	46%	50% N	45%	46%	44%	38%**	44%*	27%**	48%	58%*	42%	47%	45%	47%	48%
It looks like a good movie from the trailers	47%	48%	47%	49%	44%	40%**	42%*	47%**	51%	48%*	43%	49%	50%	46%	46%
I'm a fan of one or more of the cast members	17%	18%	21%	19%	12%	21%**	18%*	13%**	23% R	21%*	20%	16%	20% AC	17% AC	18%
The amount of black cast members	20%	21% N	24% N	30% N	15%	26%**	14%*	26%**	27% R.T	14%*	19%	20%	24% AC	18% AC	20%
The amount of female cast members	12%	12% N	16% N	19% N	9%	8%**	7%*	7%**	16% R.T	5%*	11%	11%	11% AC	10% AC	15%
Other	4%	4%	5%	N.O	5%	8%**	5%*	5%**	4%*	-	2%	5% X	4%	4%	5%

HNB_q5. Have you ever read any of the Black Panther comics? Please select the option that best applies. If you have never heard of the Black Panther comics, please select the 'Not applicable' option.

Unweighted base	2283	774	425	246	1134	42	241	89	676	80	556	1696	812	661	477
Base: All US adults	2265	716	389	217	1042	41	221	84	776	82	561	1677	847	641	446
Yes, I have read all of the Black Panther comics	3%	3%	4%	3%	3%	2%*	2%*	1%*	4%	3%*	6% Y	2%	3%	2% AA.AC	5%
Yes, I have read some of the Black Panther comics	5%	5%	7%	6%	5%	8%*	3%*	5%*	6% T	7%*	7% Y	5%	7% AC	5% AC	5% AC
Yes, I have read a few of the Black Panther comics	6%	5%	6%	7%	5%	-	6%*	4%*	7%*	8%*	8% Y	5%	5%*	7%*	6%
No, I haven't read any of the Black Panther comics	50%	55% N	55% N	52% N	51%	42%*	46%*	40%*	52%*	44%*	50%*	50%	47%*	55% Z	49%*
Not applicable - I have never heard of the Black Panther comics before	35%	31%	28%	32%	35%	49% V*	43% R.V	51% R.V*	31%*	38%*	28%*	38%*	38% AA	30%*	34%*

HNB_q6_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

Superhero movies don't tend to be very diverse

Unweighted base	2283	774	425	246	1134	42	241	89	676	80	556	1696	812	661	477
Base: All US adults	2265	716	389	217	1042	41	221	84	776	82	561	1677	847	641	446
Strongly agree	14%	13%	20%	15%	13%	7%*	11%*	14%*	16%*	12%*	14%*	13%*	14%*	14%*	13%*

YouGov NY
Black Panther

US_nat Sample: 30th January - 4th February 2018



	Total	Social networks membership													
		Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
I plan to watch it, but not in theaters	25%	23%	26% AP	28% AM,AP	26%	26%	25%	25%	24%	27% AM,AP	26%	11% *	22% **	19% **	19%
I never plan to watch it	28%	30%	26% AE,AK,AL	23% AK,AL	25% AK,AL	23% AL	19%	26% AK,AL	20%	19%	16%	24% *	19% **	27% **	45%
Don't know	17%	26% Z,AA,AB	17% AE,AK	13%	15%	15%	14%	17% AE,AK	14%	13%	14%	5% *	5% **	36% **	21% F,AG,AH,AI,AJ,AK
Net: Plan to watch in theaters	30%	21%	31% AP	36% AD,AI,AP	34% AP	37% AD,AI,AP	42% AD,AI,AP	32% AP	42% AD,AF,AI,AP	41% AD,AE,AF,AI,AP	44% AD,AE,AF,AG,AI,AP	59% AE,AF,AG,AI,AK,AL	53% **	18% **	15% AE,AG,AK,AL,AM
Net: Planning to watch	55%	44%	57% AP	64% AD,AI,AP	60% AP	63% AD,AI,AP	67% AD,AP	58% AP	66% AD,AI,AP	68% D,AE,AF,AG,AI,AK,AL	70% D,AE,AF,AG,AI,AK,AL	70% AP*	75% **	36% **	34%

HNB_q4. And which, if any, of the following factors contribute to your interest in seeing Black Panther? Please select all that apply.

Unweighted base	1201	141	967	504	357	354	78	361	130	457	293	30	21	6	85
Base: All US adults who plan to see Black Panther	1239	141	987	532	341	379	80	345	132	510	333	31	22	6	90
I'm a fan of Marvel movies in general	51%	53%	52% AP	55% AP	56% AP	53% AP	48% *	55% AP	57% AP	54% AP	56% AP	64% **	72% **	47% **	33% *
I'm a fan of superhero movies in general	46%	41%	47% AP	50% AD,AP	54% AD,AP	53% AD,AP	53% AP*	48% AP	52% AP	50% AP	48% AP	43% **	39% **	- **	35% *
It looks like a good movie from the trailers	47%	43%	47% AD,AE,AP	48% AD,AE,AP	54% AD,AE,AP	49% AD,AE,AP	52% *	49% AD,AE,AG,AI,AK,AL,AP	61% AD,AE,AG,AI,AK,AL,AP	48% AD,AE,AG,AI,AK,AL,AP	52% AD,AE,AG,AI,AK,AL,AP	60% **	46% **	47% **	40% *
I'm a fan of one or more of the cast members	17%	11%	18% AP	19% AP	21% AP	23% AD,AP	28% AD,AP*	23% AD,AP	29% AD,AE,AP	22% AD,AP	25% AD,AE,AP	61% **	7% **	20% **	5% *
The amount of black cast members	20%	14%	20% AD	22% AD	26% AD	25% AD	19% *	23% AD,AE,AF,AG,AH,AI,AK	37% AD,AE,AF,AG,AH,AI,AK	25% AD	24% AD	45% **	11% **	42% **	18% *
The amount of female cast members	12%	12%	11% AD,AP	15% AD,AP	14% AD,AP	14% AD,AP	19% AD,AP*	18% AD,AP	19% E,AF,AG,AI,AK,AL	15% AD,AP	16% AD,AP	42% **	8% **	25% **	6% *
Other	4%	6%	5% AL	4% AE,AG,AK,AL	7% AE,AG,AK,AL	3% AE,AG,AK,AL	3% *	4% AL	3% AL	3% AL	2% AL	- **	11% **	- **	9% AG,AK,AL*

HNB_q5. Have you ever read any of the Black Panther comics? Please select the option that best applies. If you have never heard of the Black Panther comics, please select the 'Not applicable' option.

Unweighted base	2283	320	1767	820	609	576	119	648	190	696	418	40	30	18	260
Base: All US adults	2265	320	1726	834	569	605	119	597	200	747	477	43	29	17	264
Yes, I have read all of the Black Panther comics	3%	2%	3% AF,AP	5% AD,AF,AP	2% AF,AP	4% AF,AP	9% AD,AF,AG,AI,AP	3% AD,AF,AG,AI,AP	4% AP	5% AF,AP	6% AD,AF,AI,AP	16% AF,AG,AI,AJ,AK,AL	3% **	4% **	1% **
Yes, I have read some of the Black Panther comics	5%	1%	6% AP	7% AD,AP	7% AP	9% AD,AI,AP	16% E,AF,AG,AI,AK,AL	6% AD,AP	10% AD,AI,AP	7% AD,AP	8% AD,AP	14% AD,AI,AP*	- **	8% **	1% **
Yes, I have read a few of the Black Panther comics	6%	6%	5% AP	6% AD,AP	6% D,AG,AH,AI,AM,AN	7% AP	7% AP	6% AP	7% AP	7% AD,AP	5% D,AG,AH,AI,AM,AN	7% *	3% **	22% **	7% **
No, I haven't read any of the Black Panther comics	50%	49%	53% AP	56% AD,AP	58% D,AG,AH,AI,AM,AN	53% AP	47% AP	54% AP	57% AP	57% AD,AP	59% D,AG,AH,AI,AM,AN	41% *	64% **	12% **	35% **
Not applicable - I have never heard of the Black Panther comics before	35%	42%	33% AA,AB	27% AF,AG,AH,AJ,AK	27% AL	27% AL	21% AE,AF,AG,AH,AJ,AK,AL	32% AE,AF,AG,AH,AJ,AK,AL	22% AE,AF,AG,AH,AJ,AK,AL	24% AE,AF,AG,AH,AJ,AK,AL	22% AE,AF,AG,AH,AJ,AK,AL	23% *	30% **	54% **	56% F,AG,AH,AI,AJ,AK

HNB_q6.1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

Superhero movies don't tend to be very diverse

Unweighted base	2283	320	1767	820	609	576	119	648	190	696	418	40	30	18	260
Base: All US adults	2265	320	1726	834	569	605	119	597	200	747	477	43	29	17	264
Strongly agree	14%	12%	14%	17%	16%	16%	12%	16%	21%	16%	17%	31%	13%	7%	11%

YouGov NY
Black Panther

US_nat Sample: 30th January - 4th February 2018



	Black Panther Awareness					Planning to Watch Black Panther						
	Yes, and I know all of the details about the movie	Yes, and I know some of the details about the movie	Yes, but I don't know much about the movie	No, I have never heard about this movie before	Net: Aware	I plan to watch it during its first week in theaters	I plan to watch it in theaters, but not in the first week	I plan to watch it, but not in theaters	I never plan to watch it	Don't know	Net: Planning to watch in theaters	Net: Planning to watch
Total	15%	27%	36%	14%	30%	-	-	100%	-	-	-	45%
I plan to watch it, but not in theaters	15%	27%	36%	14%	30%	-	-	100%	-	-	-	45%
I never plan to watch it	1%	6%	27%	51%	17%	-	-	-	100%	-	-	-
Don't know	2%	6%	17%	29%	12%	-	-	-	-	100%	-	-
Net: Plan to watch in theaters	82%	60%	20%	7%	41%	100%	100%	-	-	-	100%	55%
Net: Planning to watch	97%	87%	56%	20%	71%	100%	100%	100%	-	-	100%	100%

HNB_q4. And which, if any, of the following factors contribute to your interest in seeing Black Panther? Please select all that apply.

	Unweighted base	178	400	466	157	1044	262	352	587	-	-	614	1201
Base: All US adults who plan to see Black Panther	1239	190	431	468	149	1089	288	387	563	-	-	676	1239
I'm a fan of Marvel movies in general	51%	59%	56%	45%	44%	52%	58%	55%	45%	-	-	56%	51%
I'm a fan of superhero movies in general	46%	52%	49%	44%	33%	47%	51%	47%	42%	-	-	49%	46%
It looks like a good movie from the trailers	47%	49%	57%	45%	24%	50%	54%	51%	41%	-	-	52%	47%
I'm a fan of one or more of the cast members	17%	30%	25%	9%	4%	19%	34%	20%	7%	-	-	26%	17%
The amount of black cast members	20%	33%	24%	14%	10%	21%	37%	19%	12%	-	-	27%	20%
The amount of female cast members	12%	23%	14%	7%	3%	3%	22%	12%	6%	-	-	17%	12%
Other	4%	2%	3%	5%	9%	4%	2%	4%	6%	-	-	3%	4%

HNB_q5. Have you ever read any of the Black Panther comics? Please select the option that best applies. If you have never heard of the Black Panther comics, please select the 'Not applicable' option.

	Unweighted base	185	464	863	771	1512	262	352	587	684	398	614	1201
Base: All US adults	2265	196	494	840	735	1530	288	387	563	634	392	676	1239
Yes, I have read all of the Black Panther comics	3%	24%	4%	1%	1%	5%	19%	3%	1%	0%	-	10%	6%
Yes, I have read some of the Black Panther comics	5%	16%	14%	2%	1%	8%	17%	14%	3%	0%	1%	15%	9%
Yes, I have read a few of the Black Panther comics	6%	15%	13%	3%	2%	8%	13%	13%	6%	1%	2%	13%	10%
No, I haven't read any of the Black Panther comics	50%	40%	57%	68%	28%	61%	44%	58%	64%	43%	38%	52%	58%
Not applicable - I have never heard of the Black Panther comics before	35%	7%	12%	27%	69%	19%	8%	12%	25%	56%	60%	10%	17%

HNB_q6.1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

Superhero movies don't tend to be very diverse

	Unweighted base	185	464	863	771	1512	262	352	587	684	398	614	1201
Base: All US adults	2265	196	494	840	735	1530	288	387	563	634	392	676	1239
Strongly agree	14%	30%	15%	12%	9%	16%	30%	13%	12%	11%	9%	20%	16%

YouGov NY
Black Panther

US_nat Sample: 30th January - 4th February 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
				D							J.L.M				
Somewhat agree	22%	23%	20%	25%	22%	19%	23%	22%	21%	22%	24%	15%	19%	23%	18%
Neither agree nor disagree	42%	41%	43%	36%	43%	47%	39%	42%	45%	41%	44%	39%	40%	37%	48%
Somewhat disagree	11%	12%	10%	12%	11%	10%	11%	10%	10%	13%	11%	9%	12%	10%	11%
Strongly disagree	12%	12%	12%	10%	14%	12%	12%	11%	12%	12%	10%	10%	17%	16%	13%
Net: Agree	35%	36%	35%	41%	33%	32%	38%	37%	33%	35%	35%	42%	30%	37%	28%
Net: Disagree	23%	24%	22%	23%	24%	22%	23%	21%	22%	25%	21%	19%	29%	26%	24%

HNB_q6_2. I feel like I can relate to characters in superhero movies

Unweighted base	2283	1009	1274	578	721	984	427	533	794	529	1666	243	210	164	838
Base: All US adults	2265	1118	1147	708	691	865	434	500	774	556	1475	281	341	168	943
Strongly agree	9%	10%	8%	14%	10%	3%	10%	7%	10%	8%	7%	20%	11%	8%	9%
		B		D.E	E						J.L.M				
Somewhat agree	17%	20%	15%	23%	20%	11%	18%	16%	16%	19%	15%	21%	25%	18%	15%
		B		E	E						J	J			
Neither agree nor disagree	34%	34%	33%	34%	38%	30%	32%	35%	35%	33%	34%	33%	35%	33%	36%
				E											P
Somewhat disagree	14%	14%	15%	15%	12%	15%	13%	14%	14%	16%	15%	11%	11%	18%	13%
Strongly disagree	26%	22%	29%	13%	20%	40%	26%	28%	26%	24%	30%	15%	17%	23%	26%
		A		C	C						K.L				
Net: Agree	26%	30%	23%	37%	30%	15%	29%	23%	26%	28%	21%	41%	36%	26%	24%
		B		D.E	E						J.M	J			
Net: Disagree	40%	36%	44%	29%	32%	55%	39%	42%	39%	39%	45%	26%	28%	41%	39%
		A			C.D						K.L				K.L

HNB_q6_3. I would watch more superhero movies if they were more diverse

Unweighted base	2283	1009	1274	578	721	984	427	533	794	529	1666	243	210	164	838
Base: All US adults	2265	1118	1147	708	691	865	434	500	774	556	1475	281	341	168	943
Strongly agree	11%	11%	11%	18%	12%	4%	9%	13%	12%	10%	8%	26%	12%	12%	10%
				D.E	E						J.L.M				
Somewhat agree	14%	15%	14%	21%	14%	9%	17%	11%	14%	15%	11%	21%	21%	19%	13%
				D.E	E		G			G	J	J	J		
Neither agree nor disagree	43%	44%	43%	40%	45%	45%	40%	45%	43%	44%	45%	33%	46%	38%	46%
											K	K	K		P
Somewhat disagree	10%	10%	9%	9%	9%	11%	11%	10%	10%	8%	11%	9%	6%	10%	10%
Strongly disagree	22%	21%	23%	13%	20%	31%	23%	22%	22%	22%	26%	11%	14%	21%	22%
				C	C						K.L			K	
Net: Agree	25%	25%	25%	39%	26%	13%	26%	23%	25%	25%	18%	47%	33%	30%	22%
				D.E	E						J.L.M	J	J		
Net: Disagree	32%	31%	32%	22%	29%	42%	33%	32%	32%	31%	37%	20%	21%	31%	32%
				C	C						K.L			K.L	

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	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
			N.O			*		*		*					
Somewhat agree	22%	21%	27%	35%	22%	16%	22%	13%	23%	18%	23%	21%	21%	23%	27%
			N.O	N.O,P		*		*	U	*			AC	AC	ZAC
Neither agree nor disagree	42%	42%	30%	37%	42%	53%	49%	51%	37%	52%	40%	43%	43%	39%	41%
			P			*	V	V*		V*					
Somewhat disagree	11%	11%	13%	6%	11%	14%	10%	5%	12%	2%	10%	11%	11%	12%	10%
			Q	Q		W	W*	W	W	*					
Strongly disagree	12%	13%	10%	7%	12%	10%	7%	17%	12%	16%	13%	11%	11%	12%	9%
			Q			*	T*	T*		T*					
Net: Agree	35%	34%	46%	51%	35%	23%	33%	26%	39%	30%	38%	34%	35%	37%	41%
			N	N.O		*		*	U	*			AC	AC	AC
Net: Disagree	23%	24%	23%	13%	23%	24%	18%	22%	24%	18%	22%	23%	21%	25%	19%
			Q	Q		*		*		*				AB	

HNB_q6_2. I feel like I can relate to characters in superhero movies

Unweighted base	2283	774	425	246	1134	42	241	89	676	80	556	1696	812	661	477
Base: All US adults	2265	716	389	217	1042	41	221	84	776	82	561	1677	847	641	446
Strongly agree	9%	9%	8%	10%	8%	12%	5%	1%	12%	8%	14%	7%	10%	8%	10%
						U*		*	R.T.U	*	Y				
Somewhat agree	17%	18%	22%	18%	16%	12%	16%	17%	19%	23%	22%	16%	17%	20%	18%
			N			*		*		*	Y				
Neither agree nor disagree	34%	34%	28%	31%	33%	38%	32%	23%	36%	38%	36%	33%	35%	33%	30%
			P			*		*	U	*					
Somewhat disagree	14%	14%	19%	13%	14%	17%	10%	16%	16%	11%	12%	15%	14%	13%	15%
			N.O			*		*		*					
Strongly disagree	26%	25%	24%	28%	30%	21%	37%	43%	16%	20%	16%	29%	24%	26%	27%
			V			*	R.V.W	R.S.V.W*		*		X			
Net: Agree	26%	27%	29%	28%	24%	24%	21%	19%	32%	31%	36%	23%	27%	28%	27%
						*		*	R.T.U	*	Y			AC	
Net: Disagree	40%	39%	43%	41%	43%	39%	48%	59%	33%	31%	28%	44%	38%	39%	43%
						V	V.W	R.V.W*		*		X			

HNB_q6_3. I would watch more superhero movies if they were more diverse

Unweighted base	2283	774	425	246	1134	42	241	89	676	80	556	1696	812	661	477
Base: All US adults	2265	716	389	217	1042	41	221	84	776	82	561	1677	847	641	446
Strongly agree	11%	9%	17%	15%	9%	11%	7%	4%	15%	11%	16%	9%	12%	10%	11%
			N.O	N.O		*		*	R.T.U	*	Y				
Somewhat agree	14%	17%	14%	12%	12%	12%	10%	17%	17%	16%	18%	13%	15%	15%	14%
			N			*		*	R.T	*	Y		AC		
Neither agree nor disagree	43%	42%	39%	43%	43%	62%	50%	37%	41%	53%	42%	44%	43%	43%	43%
						R.U.V*	V	*		*					
Somewhat disagree	10%	10%	9%	9%	10%	9%	9%	8%	10%	2%	8%	10%	9%	11%	9%
						W	*	*	W	*					
Strongly disagree	22%	22%	22%	21%	26%	7%	25%	34%	16%	18%	16%	24%	20%	21%	24%
					S.V	*	S.V	S.V.W*		*		X			
Net: Agree	25%	26%	31%	27%	21%	22%	17%	22%	32%	27%	34%	22%	27%	25%	25%
			N			*		*	R.T	*	Y		AC		
Net: Disagree	32%	32%	31%	30%	36%	16%	34%	42%	26%	20%	24%	34%	29%	32%	33%
					S.V.W	*	S.V.W	S.V.W*		*		X			

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	Total	Social networks membership													
		Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
Somewhat agree	22%	14%	22%	AD.AP 25%	29%	24%	30%	24%	34%	AD.AH.AP 24%	22%	AD.AE.AF.AG.AH.AI.AK. 26%	**	**	14%
Neither agree nor disagree	42%	46%	40%	AD.AP 35%	.AE.AG.AI.AK.AL. 33%	35%	39%	39%	.AE.AG.AI.AK.AL. 29%	AP 35%	AP 36%	*	**	**	54%
Somewhat disagree	11%	10%	12%	11%	13%	14%	10%	12%	12%	13%	14%	11%	6%	8%	6%
Strongly disagree	12%	18%	11%	11%	9%	11%	8%	10%	4%	11%	11%	7%	13%	21%	15%
Net: Agree	35%	Z.AA.AB 26%	AP 36%	AJ 42%	AJ 45%	AJ 40%	AP 42%	AP 39%	AP 54%	AJ 41%	AJ 39%	*	**	**	AF.AJ 18%
Net: Disagree	23%	AB 27%	AJ 23%	AJ 22%	D.AG.AI.AK.AL.AI. 22%	AJ 25%	AP 19%	AP 22%	.AF.AG.AH.AI.AK. 16%	AD.AP 24%	AP 25%	D.AG.AI.AK.AL.AF. 18%	**	**	29%

HNB_q6_2. I feel like I can relate to characters in superhero movies

Unweighted base	2283	320	1767	820	609	576	119	648	190	696	418	40	30	18	260	
Base: All US adults	2265	320	1726	834	569	605	119	597	200	747	477	43	29	17	264	
Strongly agree	9%	7%	10%	12%	8%	12%	20%	9%	13%	13%	13%	24%	20%	-	2%	
Somewhat agree	17%	14%	18%	AD.AF.AI.AP 20%	AP 23%	AF.AP 23%	E.AF.AG.AI.AK.A 26%	AP 18%	AP 27%	AD.AF.AI.AP 22%	AD.AF.AI.AP 22%	D.AE.AF.AG.AI.AK. 20%	**	13%	8%	11%
Neither agree nor disagree	34%	35%	33%	AD.AP 32%	AD.AI.AP 27%	AD.AI.AP 30%	AD.AI.AP 29%	AP 31%	AD.AE.AI.AP 28%	AD.AI.AP 33%	AD.AP 31%	*	**	28%	59%	36%
Somewhat disagree	14%	15%	15%	AF.AM 15%	AF 16%	13%	8%	16%	18%	14%	17%	16%	9%	4%	14%	
Strongly disagree	26%	29%	24%	AH 21%	AH 25%	21%	16%	26%	15%	19%	17%	24%	30%	29%	38%	
Net: Agree	26%	21%	AE.AJ.AK.AL 28%	AL 33%	AE.AH.AJ.AK.AL 32%	AL 35%	AE.AG.AH.AJ.AK.AL 47%	AE.AG.AH.AJ.AK.AL 27%	AE.AE.AF.AI.AP 40%	AD.AI.AP 35%	AD.AI.AP 35%	*	**	8%	13%	
Net: Disagree	40%	44%	AP 39%	AD.AI.AP 36%	AD.AP 41%	AD.AI.AP 34%	E.AF.AG.AI.AK.A 24%	AP 42%	AD.AE.AF.AI.AP 33%	AD.AI.AP 32%	AD.AI.AP 33%	AD.AI.AP* 39%	**	**	52%	

HNB_q6_3. I would watch more superhero movies if they were more diverse

Unweighted base	2283	320	1767	820	609	576	119	648	190	696	418	40	30	18	260
Base: All US adults	2265	320	1726	834	569	605	119	597	200	747	477	43	29	17	264
Strongly agree	11%	10%	12%	15%	13%	15%	15%	13%	21%	18%	17%	35%	23%	12%	5%
Somewhat agree	14%	10%	15%	AD.AP 16%	AP 15%	AD.AP 17%	AP 26%	AP 15%	D.AE.AF.AG.AI.A 15%	AD.AE.AF.AI.AP 16%	AD.AF.AI.AP 18%	AF.AG.AH.AI.AK. 9%	**	**	7%
Neither agree nor disagree	43%	45%	43%	AD.AP 41%	AP 43%	AD.AP 43%	AF.AG.AI.AJ.AK. 38%	AP 41%	AP 42%	AP 41%	AP 43%	*	**	48%	46%
Somewhat disagree	10%	8%	10%	AJ 10%	AJ 9%	8%	7%	11%	5%	8%	9%	7%	3%	-	8%
Strongly disagree	22%	27%	20%	AK.AL 18%	AK.AL 20%	AL 17%	AK.AL 14%	AK.AL 20%	AL 17%	AL 16%	AL 13%	*	**	40%	35%
Net: Agree	25%	20%	27%	AP 31%	AD.AP 28%	AD.AF.AI.AP 32%	AD.AE.AF.AI.AP 41%	AP 28%	AD.AF.AI.AP 37%	AD.AE.AF.AI.AP 34%	AD.AE.AF.AI.AP 35%	AD.AE.AF.AI.AP* 44%	**	**	12%
Net: Disagree	32%	35%	AG.AH.AJ.AK.AL 30%	AJ.AK.AL 29%	AG.AJ.AK.AL 30%	25%	21%	AG.AH.AJ.AK.AL 32%	22%	25%	22%	*	**	**	43%

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	Black Panther Awareness					Planning to Watch Black Panther							
	Yes, and I know all of the details about the movie	Yes, and I know some of the details about the movie	Yes, but I don't know much about the movie	No, I have never heard about this movie before	Net: Aware	I plan to watch it during its first week in theaters	I plan to watch it in theaters, but not in the first week	I plan to watch it, but not in theaters	I never plan to watch it	Don't know	Net: Planning to watch in theaters	Net: Planning to watch	
Total	AR.AS.AT.AU	AT			AS.AT	V.AX.AY.AZ.BA.BB					AW.AX.AY.AZ.BE	AX.AY.AZ	
Somewhat agree	22%	23%	30%	22%	16%	24%	25%	31%	27%	15%	14%	29%	28%
Neither agree nor disagree	42%	21%	30%	45%	53%	37%	21%	32%	36%	53%	58%	28%	31%
Somewhat disagree	11%	11%	14%	12%	7%	13%	10%	14%	15%	6%	10%	12%	13%
Strongly disagree	12%	15%	10%	9%	15%	10%	14%	9%	10%	15%	9%	11%	11%
Net: Agree	35%	53%	45%	34%	26%	40%	55%	44%	39%	26%	22%	49%	44%
Net: Disagree	23%	26%	25%	21%	22%	23%	24%	24%	25%	21%	20%	24%	24%

HNB_q6_2. I feel like I can relate to characters in superhero movies

Unweighted base	2283	185	464	863	771	1512	262	352	587	684	398	614	1201
Base: All US adults	2265	196	494	840	735	1530	288	387	563	634	392	676	1239
Strongly agree	9%	35%	15%	6%	2%	12%	32%	13%	8%	1%	2%	21%	15%
Somewhat agree	17%	AR.AS.AT.AU	AS.AT	AT		AS.AT	V.AX.AY.AZ.BA.BE	AX.AY.AZ	AY.AZ			AW.AX.AY.AZ.BE	AX.AY.AZ
Neither agree nor disagree	34%	AS.AT.AU	AS.AT.AU	AT		AS.AT	AX.AY.AZ.BB	AX.AY.AZ	AY.AZ			AX.AY.AZ.BB	AX.AY.AZ
Somewhat disagree	14%	20%	32%	36%	36%	33%	20%	38%	39%	26%	26%	31%	35%
Strongly disagree	26%	AK.AL	AQ	AQ.AU	AQ	AQ	AV.AY.BA	AV.AY.BA	AV.AY.BA.BB		AV.AY.BA.BB	AV	AV.AY.BA
Net: Agree	26%	66%	43%	22%	9%	34%	66%	41%	27%	6%	15%	51%	40%
Net: Disagree	40%	AR.AS.AT.AU	AS.AT.AU	AT		AS.AT	V.AX.AY.AZ.BA.BE	AX.AY.AZ	AY.AZ			AW.AX.AY.AZ.BE	AX.AY.AZ
		AK.AL	AQ	AQ.AU	AQ	AQ.AU	AV.AY.BA	AV.AY.BA	AV.AY.BA.BB	V.AW.AX.AZ.BA.BE	V.AW.AX.AZ.BA.BE	AV	AV.BA

HNB_q6_3. I would watch more superhero movies if they were more diverse

Unweighted base	2283	185	464	863	771	1512	262	352	587	684	398	614	1201
Base: All US adults	2265	196	494	840	735	1530	288	387	563	634	392	676	1239
Strongly agree	11%	36%	18%	8%	3%	15%	39%	14%	10%	1%	5%	25%	18%
Somewhat agree	14%	AR.AS.AT.AU	AS.AT.AU	AT		AS.AT	V.AX.AY.AZ.BA.BE	AY.AZ	AY.AZ			AW.AX.AY.AZ.BE	AW.AX.AY.AZ
Neither agree nor disagree	43%	AS.AT	AS.AT.AU	AT		AS.AT	AY.AZ	AX.AY.AZ	AY.AZ			AX.AY.AZ.BB	AX.AY.AZ
Somewhat disagree	10%	29%	42%	46%	44%	43%	29%	47%	48%	33%	33%	39%	43%
Strongly disagree	22%	7%	9%	11%	9%	10%	6%	8%	11%	11%	11%	7%	9%
Net: Agree	25%	58%	42%	21%	10%	32%	61%	38%	28%	5%	14%	48%	39%
Net: Disagree	32%	AR.AS.AT.AU	AS.AT.AU	AT		AS.AT	V.AX.AY.AZ.BA.BE	AX.AY.AZ	AY.AZ			AW.AX.AY.AZ.BE	AX.AY.AZ
		AK.AL	AQ	AQ.AU	AQ	AQ.AU	AV.AY.BA	AV.AY.BA	AV.AY.BA.BB	V.AW.AX.AZ.BA.BE	V.AW.AX.AZ.BA.BE	AV	AV.BA

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HNB_q4_open1. And which, if any, of the following factors would you say contribute to your interest in seeing Bla-Other

I'm a fan of the books
If he is the first black super hero, it might be interesting to check it out
First tent pole black super hero film
im a fan of action movies
My neighbors children said that it was really going to be a good movie.
The novelty
Interesting plot.
My son is wanting to see this movie.
simply interested
It sounds interesting.
just curious
I like any entertaining movie
Something original?
It is a comic based on an African American hero, that has been virtually unknown to the general public
just to see how it is
i like all movies
It is an odd mix of cast and timing of release
My husband
I'm interested in the historical and cultural references
I tend to watch most movies eventually
new
not a fan but like marvel and finnaly a man in a cat suit
heard it was good
na
I think I know the character from Civil War
My kid is a fan
My wife wants to see it.
We don't get many black heros
Curiosity
Black twitter showing off the costumes, the strong characters, etc
one of the most interesting characters based on his introduction in civil war
The Black Panther character was interesting in one of the Avenger's movies
ITS MARKETING TO A DIFFRENT COMMUNITY OF PEOPLE. KINDA LIKE TYLER PERRY MOVIES
television
Social media buzz about supporting this movie
Like Ta-Neesi Coates

Because you think it is interesting enough to ask about

i never watch super hero movies in theatres sounded like a good movie

i enjoy video entertainment my husband

Because the kids will want to see the movie.

i LIKE MOVIES

story line

usually they make good family films and I am not a superhero type fan but my kids like watching those types of movies

It is new

I like Black Panther

The name sounds like it will be good.

the controversy surrounding the movie

not many other movies coming out

fan of director Ryan Coogler

Husband a fan

Just to see a marvel movie with a black star