

YouGov Survey Results

Sample Size: 2102 GB Adults
Fieldwork: 25th - 26th April 2019

	Gender		Age				Social Grade		Region					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2102	1017	1085	231	885	500	486	1198	904	252	702	454	513	181
Unweighted Sample	2102	933	1169	217	862	519	504	1260	842	241	724	448	503	186
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As you may or may not have heard, the new movie Avengers: Endgame is now in cinemas.

Do you plan on watching Avengers: Endgame?

Please select the option that best applies.

I have already watched Avengers: Endgame at the cinema	2	3	1	9	2	1	0	2	1	4	1	3	2	0
I intend to watch Avengers: Endgame at the cinema	17	20	13	28	23	12	4	19	13	17	18	16	17	14
I intend to watch Avengers: Endgame, but not at the cinema	16	18	14	13	19	15	10	14	17	15	16	14	17	13
I do not intend to watch Avengers: Endgame	59	52	65	44	50	67	74	58	60	56	58	60	58	64
Don't know	7	8	7	6	6	5	11	6	8	8	7	7	6	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following characters are you interested in seeing in Avengers: Endgame?
Please select all that apply.

[Shown only to those who either have or intend to watch the Avengers; n = 717]

Thor	57	57	58	77	55	59	34	59	55	52	57	57	61	58
Iron Man	56	60	52	73	56	54	37	56	57	58	53	53	59	66
Captain America	52	55	48	62	52	55	32	51	54	43	51	49	58	56
Hulk/Bruce Banner	44	46	42	56	44	45	27	42	47	47	38	39	53	55
Dr Strange	43	47	36	51	43	47	18	41	45	38	39	41	50	47
Spiderman	42	48	35	68	41	37	19	43	42	50	35	42	47	48
Captain Marvel	41	43	38	50	41	42	21	41	40	44	36	37	47	44
Groot	39	37	41	60	39	31	16	39	39	39	33	40	42	46
Loki	38	40	36	52	38	36	21	36	42	34	35	37	42	48
Ant Man	37	41	31	53	37	34	15	36	37	33	35	35	41	40
Black Panther	37	37	36	53	37	29	23	37	36	43	31	35	39	51
Rocket Raccoon	37	39	35	53	38	33	13	36	39	39	30	37	44	44
Black Widow	36	39	32	47	37	32	17	36	36	34	31	39	37	47
Star-Lord/Peter Quill	34	37	29	52	35	26	9	32	35	40	30	33	35	34
Thanos	32	35	28	51	34	23	10	32	32	33	24	33	39	43
Nick Fury	31	35	25	51	29	29	12	32	30	39	28	28	33	32
Hawkeye	28	31	25	41	28	26	12	27	31	25	25	28	30	38
Drax	26	29	23	44	27	21	5	26	28	30	23	25	30	32
Gamora	26	27	26	42	28	19	6	25	28	30	22	25	28	35
Scarlet Witch	26	29	23	40	26	24	13	25	29	23	19	27	34	38
Winter Soldier/Bucky Barnes	26	29	23	42	25	24	11	24	30	29	19	29	30	35
The Wasp	24	28	19	27	24	27	12	23	26	31	19	26	24	29
Nebula	22	23	20	39	21	15	8	21	23	25	16	24	24	28
Vision	21	24	17	34	21	16	7	20	23	21	14	28	24	28
Falcon	18	21	13	30	18	13	4	16	20	21	13	18	21	24
Mantis	18	20	16	31	19	14	5	18	19	23	13	17	23	28
War Machine	18	21	13	30	19	11	5	17	19	24	12	17	21	28
Wong	15	19	10	24	17	8	4	15	15	25	9	14	17	24
Shuri	14	15	13	27	13	10	4	13	15	18	9	13	16	24
M'Baku	12	13	12	23	12	8	4	11	14	15	8	14	14	16
Okoye	12	13	11	22	13	8	4	12	13	16	8	12	15	19
None of these	3	3	3	3	3	1	4	2	3	4	2	5	2	2
Don't know	19	19	18	4	17	22	44	20	17	18	20	19	18	17