

YouGov Survey: Favorite Mario Characters



Sample 1000 U.S. Adult Citizens
Conducted April 13 - 20, 2023
Margin of Error ±3.4%

1. Have you ever played a Mario video game?

Yes	64%
No	32%
Not sure	4%

2. Throughout your life, how much time have you spent playing Mario video games?

A great deal	10%
A fair amount	24%
Not much	31%
None at all	35%

3. Which of the following is your favorite protagonist from the Mario franchise?

Mario	23%
Luigi	6%
Princess Peach	6%
Princess Daisy	5%
Toad	3%
Toadette	2%
Yoshi	7%
Donkey Kong	8%
Rosalina	2%
Other	1%
I don't have a favorite	31%
Not sure	7%

4. Which of the following is your favorite villain from the Mario franchise?

Bowser	14%
Koopalings	2%
Wario	8%
Waluigi	4%
King Boo	4%
Kamek	2%
Petey Piranha	2%
Koopa Troopa	5%
Bowser Jr.	3%
Other	2%
I don't have a favorite	45%
Not sure	9%

Interviewing Dates	April 13 - 20, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.245 to 4.965, with a mean of 1 and a standard deviation of 0.432.
Number of respondents	1000
Margin of error	± 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	72 questions not reported.

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1. Played Mario Games

Have you ever played a Mario video game?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	64%	67%	62%	75%	79%	66%	37%	61%	61%	80%	*
No	32%	29%	35%	23%	17%	32%	57%	36%	33%	17%	*
Not sure	4%	4%	4%	2%	5%	2%	6%	3%	6%	3%	*
Totals	100%	100%	101%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(995)	(473)	(522)	(200)	(237)	(325)	(233)	(681)	(131)	(126)	(57)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	64%	61%	64%	68%	65%	61%	66%	63%	72%	63%	65%	64%	65%
No	32%	35%	32%	28%	32%	36%	30%	35%	25%	31%	34%	32%	31%
Not sure	4%	3%	4%	3%	3%	3%	4%	2%	3%	6%	1%	4%	4%
Totals	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(995)	(375)	(369)	(251)	(381)	(329)	(357)	(304)	(238)	(155)	(188)	(409)	(243)

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2. Frequency of Playing Mario Games

Throughout your life, how much time have you spent playing Mario video games?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A great deal	10%	12%	8%	18%	16%	7%	2%	7%	20%	15%	*
A fair amount	24%	25%	23%	34%	34%	21%	8%	21%	25%	27%	*
Not much	31%	31%	32%	22%	30%	38%	31%	34%	20%	33%	*
None at all	35%	32%	38%	27%	20%	34%	59%	38%	35%	25%	*
Totals	100%	100%	101%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(994)	(473)	(521)	(199)	(237)	(325)	(233)	(680)	(131)	(126)	(57)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A great deal	10%	13%	7%	10%	13%	7%	11%	10%	12%	9%	8%	10%	13%
A fair amount	24%	24%	27%	21%	25%	17%	26%	23%	23%	26%	22%	23%	26%
Not much	31%	25%	31%	40%	28%	38%	30%	29%	37%	31%	35%	32%	28%
None at all	35%	38%	35%	30%	35%	38%	33%	38%	28%	34%	35%	35%	33%
Totals	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(994)	(375)	(368)	(251)	(381)	(329)	(357)	(304)	(238)	(155)	(188)	(408)	(243)

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3. Favorite Mario Protagonist

Which of the following is your favorite protagonist from the Mario franchise?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mario	23%	27%	19%	34%	29%	19%	12%	21%	27%	28%	*
Luigi	6%	5%	7%	7%	8%	6%	4%	5%	5%	11%	*
Princess Peach	6%	2%	9%	8%	8%	5%	1%	5%	6%	10%	*
Princess Daisy	5%	4%	7%	9%	10%	3%	1%	4%	6%	7%	*
Toad	3%	3%	2%	6%	6%	0%	1%	2%	3%	8%	*
Toadette	2%	2%	2%	5%	2%	1%	1%	2%	1%	0%	*
Yoshi	7%	6%	8%	8%	10%	7%	2%	7%	8%	3%	*
Donkey Kong	8%	11%	5%	3%	6%	14%	5%	9%	5%	10%	*
Rosalina	2%	2%	1%	6%	2%	0%	0%	1%	4%	2%	*
Other	1%	1%	1%	1%	0%	0%	2%	1%	0%	0%	*
I don't have a favorite	31%	30%	32%	8%	14%	35%	61%	35%	26%	15%	*
Not sure	7%	7%	7%	6%	4%	8%	10%	7%	7%	5%	*
Totals	101%	100%	100%	101%	99%	98%	100%	99%	98%	99%	*
Unweighted N	(961)	(456)	(505)	(186)	(228)	(317)	(230)	(665)	(120)	(121)	(55)

	Party ID				2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mario	23%	22%	22%	25%	21%	22%	19%	25%	27%	27%	23%	22%	20%
Luigi	6%	7%	6%	6%	9%	7%	5%	8%	7%	7%	7%	6%	7%
Princess Peach	6%	5%	5%	6%	7%	5%	5%	7%	6%	4%	4%	6%	8%
Princess Daisy	5%	8%	4%	4%	6%	4%	4%	8%	4%	7%	4%	6%	5%
Toad	3%	3%	3%	2%	4%	1%	2%	3%	4%	2%	3%	2%	4%
Toadette	2%	3%	1%	2%	1%	2%	2%	2%	3%	1%	1%	2%	3%
Yoshi	7%	9%	8%	3%	9%	3%	10%	5%	5%	8%	9%	5%	7%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Donkey Kong	8%	9%	4%	11%	9%	8%	10%	5%	8%	8%	9%	10%	3%
Rosalina	2%	1%	3%	1%	1%	1%	2%	2%	2%	0%	3%	3%	0%
Other	1%	1%	1%	0%	1%	1%	1%	1%	0%	2%	1%	0%	1%
I don't have a favorite	31%	25%	33%	35%	27%	38%	31%	27%	28%	28%	32%	31%	31%
Not sure	7%	5%	10%	5%	6%	8%	8%	6%	6%	7%	5%	7%	9%
Totals	101%	98%	100%	100%	101%	100%	99%	99%	100%	101%	101%	100%	98%
Unweighted N	(961)	(358)	(358)	(245)	(363)	(325)	(343)	(297)	(227)	(150)	(182)	(393)	(236)

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4. Favorite Mario Antagonist

Which of the following is your favorite villain from the Mario franchise?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Bowser	14%	14%	15%	18%	20%	14%	6%	14%	11%	15%	*
Koopalings	2%	1%	2%	3%	4%	0%	0%	1%	2%	4%	*
Wario	8%	9%	6%	11%	16%	5%	1%	6%	10%	16%	*
Waluigi	4%	2%	5%	10%	4%	1%	0%	2%	6%	5%	*
King Boo	4%	4%	4%	8%	6%	2%	1%	3%	7%	5%	*
Kamek	2%	2%	2%	4%	4%	1%	0%	2%	2%	4%	*
Petey Piranha	2%	2%	3%	5%	3%	2%	1%	2%	1%	7%	*
Koopa Troopa	5%	7%	4%	5%	9%	4%	3%	5%	8%	3%	*
Bowser Jr.	3%	2%	4%	6%	3%	2%	1%	3%	2%	3%	*
Other	2%	1%	2%	1%	0%	2%	4%	2%	0%	1%	*
I don't have a favorite	45%	48%	44%	20%	26%	59%	68%	50%	43%	35%	*
Not sure	9%	7%	9%	8%	4%	8%	14%	9%	10%	4%	*
Totals	100%	99%	100%	99%	99%	100%	99%	99%	102%	102%	*
Unweighted N	(947)	(445)	(502)	(188)	(210)	(318)	(231)	(652)	(122)	(119)	(54)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Bowser	14%	13%	13%	17%	15%	13%	14%	14%	14%	10%	17%	18%	11%
Koopalings	2%	3%	2%	1%	3%	1%	2%	2%	1%	2%	1%	2%	1%
Wario	8%	10%	8%	5%	8%	5%	7%	9%	10%	8%	7%	7%	10%
Waluigi	4%	6%	2%	2%	4%	2%	3%	4%	5%	2%	2%	6%	2%
King Boo	4%	5%	3%	4%	7%	2%	3%	5%	5%	5%	3%	4%	4%
Kamek	2%	2%	2%	2%	1%	2%	1%	2%	4%	3%	3%	2%	1%
Petey Piranha	2%	3%	2%	2%	3%	2%	2%	4%	3%	2%	3%	3%	2%

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		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Koopa Troopa	5%	5%	4%	7%	4%	7%	6%	6%	6%	11%	4%	3%	6%
Bowser Jr.	3%	3%	2%	3%	3%	3%	2%	4%	3%	3%	4%	2%	4%
Other	2%	2%	2%	1%	2%	2%	1%	3%	0%	2%	3%	1%	2%
I don't have a favorite	45%	41%	47%	49%	43%	52%	51%	38%	41%	44%	49%	45%	44%
Not sure	9%	7%	12%	6%	8%	9%	8%	8%	7%	9%	5%	8%	12%
Totals	100%	100%	99%	99%	101%	100%	100%	99%	99%	101%	101%	101%	99%
Unweighted N	(947)	(347)	(355)	(245)	(364)	(317)	(341)	(290)	(221)	(144)	(178)	(389)	(236)

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Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
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Number of respondents	1000
Margin of error	± 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	72 questions not reported.