Batman
Fieldwork Dates: 14th - 15th March 2019

Conducted by YouGov
On behalf of YouGov Omnibus

YouGov Omnibus

Batman

US_nat_internal Sample: 14th - 15th March 2019

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	Total	Gender		Generation							Region				
		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
		A	B	C	D	E	F	G	H	I	J	K	L	M	N

BYB_Q1. Through which medium were you FIRST introduced to the character Batman?

	Total	Male	Female	C	D	E	F	G	H	I	J	K	L	M	White
Unweighted base	1208	529	679	32	385	315	383	92	1	-	225	287	444	252	823
Base: All US Adults	1208	587	621	37	381	298	397	94	2	-	214	254	455	285	798
Through comic books or graphic novels	24%	30% B	18%	3% **	11%	21% D	32% D.E	63% D.E.F*	100% **	- **	23%	26%	26%	22%	26%
Watching a live-action television series	25%	25%	24%	5% **	8%	28% D.G	43% D.E.G	12% *	- **	- **	24%	28%	24%	22%	27%
Watching an animated television series	17%	17%	17%	40% **	26% E.F.G	19% F.G	8%	4% *	- **	- **	17%	17%	17%	16%	16%
Watching a movie	15%	12%	17% A	20% **	25% E.F.G	14% F	6%	8% *	- **	- **	14%	14%	14%	17%	13%
Playing video games	3%	4% B	1%	9% **	6% E.F.G	2% F	-	- *	- **	- **	3%	2%	2%	4%	1%
Playing with action figures	3%	4%	2%	2% **	6% E.F.G	3%	1%	- *	- **	- **	5% K	2%	3%	3%	2%
Other	1%	1%	1%	2% **	0%	1%	2% D	3% D*	- **	- **	1%	1%	1%	2%	2%
Don't know/can't recall	10%	5%	14% A	15% **	12% F	9%	7%	10% *	- **	- **	8%	9%	11%	10%	10%
Not applicable - I am not familiar with Batman	3%	2%	4%	5% **	6% F.G	3%	1%	- *	- **	- **	4%	2%	3%	3%	3%

BYB_Q1_rb. Through which medium were you FIRST introduced to the character Batman?

	Total	Male	Female	C	D	E	F	G	H	I	J	K	L	M	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
Through comic books or graphic novels	24%	30% B	18%	3% **	11%	21% D	32% D.E	63% D.E.F*	100% **	- **	23%	26%	26%	22%	26%
Watching a live-action television series	25%	25%	24%	5% **	8%	28% D.G	43% D.E.G	12% *	- **	- **	24%	28%	24%	22%	27%
Watching an animated television series	17%	17%	17%	39% **	26% E.F.G	19% F.G	8%	4% *	- **	- **	17%	17%	17%	16%	16%
Watching a movie	15%	12%	17% A	19% **	25% E.F.G	14% F	6%	8% *	- **	- **	14%	14%	14%	17%	13%
Playing video games	3%	4% B	1%	8% **	6% E.F.G	2% F	-	- *	- **	- **	3%	2%	2%	4%	1%
Playing with action figures	3%	4%	2%	2% **	6% E.F.G	3%	1%	- *	- **	- **	5% K	2%	3%	3%	2%
Other	1%	1%	1%	2% **	0%	1%	2% D	3% D*	- **	- **	1%	1%	1%	2%	2%
Don't know/can't recall	10%	5%	14% A	14% **	12% F	9%	7%	10% *	- **	- **	8%	9%	11%	10%	10%
Not applicable - I am not familiar with Batman	3%	2%	4%	7% **	6% F.G	3%	1%	- *	- **	- **	4%	2%	3%	3%	3%

BYB_Q2. Which ONE, if any, of the following mediums contains your favorite version of Batman?

	Total	Male	Female	C	D	E	F	G	H	I	J	K	L	M	White
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
Comic books or graphic novels	12%	16% B	7%	5% **	12%	11%	11%	17% *	- **	- **	13%	10%	12%	11%	10%
Live action television series	16%	15%	16%	5% **	7%	18% D	23% D.G	12% *	- **	- **	17%	17%	16%	13%	17% Q
Animated television series	11%	12%	9%	29%	17%	12%	4%	2%			9%	7%	11%	14%	8%

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Batman
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	Total	Race			Education				Marital Status						Children unde
		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
		O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

BYB_Q1. Through which medium were you FIRST introduced to the character Batman?

	Total	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
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
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%	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% 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% 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 introduced to the character Batman?

	Total	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
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% 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_Q2. Which ONE, if any, of the following mediums contains your favorite version of Batman?

	Total	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
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
Comic books or graphic novels	12%	9%	18% N.O	12% *	12%	11%	12%	9%	13%	9% **	11%	10% *	10%	14% *	14%
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%

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	Total	r the age of 18	Income					Type of Area Lived in			
		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 introduced to the character Batman?

	Total	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL
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
Through comic books or graphic novels	24%	27% AB	25%	22%	27%	22%	24%	23%	24%	28%	- **
Watching a live-action television series	25%	25%	20%	23%	28% AD	33% AD.AE.AH	20%	22%	28% AK	21%	- **
Watching an animated television series	17%	17%	15%	23% AD.AF	15%	17%	17%	19%	15%	18%	100% **
Watching a movie	15%	13%	15%	18%	15%	13%	11%	16%	13%	16%	- **
Playing video games	3%	2%	3%	1%	3%	3%	1%	6% AJ.AK	1%	0%	- **
Playing with action figures	3%	3%	4% AE	1%	2%	3%	4%	5% AJ	2%	3%	- **
Other	1%	2%	2%	1%	1%	1%	2%	1%	2%	2%	- **
Don't know/can't recall	10%	9%	11%	7%	8%	7%	19% AD.AE.AF.AG	8%	11%	9%	- **
Not applicable - I am not familiar with Batman	3%	3%	5% AF.AG	5% AF.AG	1%	1%	3%	1%	4% AI	4% AI	- **

BYB_Q1_rb. Through which medium were you FIRST introduced to the character Batman?

	Total	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL
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% AB	25%	22%	27%	22%	24%	23%	24%	28%	- **
Watching a live-action television series	25%	25%	20%	23%	28% AD	33% AD.AE.AH	20%	22%	28% AK	21%	- **
Watching an animated television series	17%	17%	15%	23% AD.AF	15%	17%	17%	19%	15%	18%	100% **
Watching a movie	15%	13%	15%	18%	15%	13%	11%	16%	13%	16%	- **
Playing video games	3%	2%	3%	1%	3%	3%	1%	6% AJ.AK	1%	0%	- **
Playing with action figures	3%	3%	4% AE	1%	2%	3%	4%	5% AJ	2%	3%	- **
Other	1%	2%	2%	1%	1%	1%	2%	1%	2%	2%	- **
Don't know/can't recall	10%	9%	11%	7%	8%	7%	19% AD.AE.AF.AG	8%	11%	9%	- **
Not applicable - I am not familiar with Batman	3%	3%	5% AF.AG	5% AF.AG	1%	1%	3%	1%	4% AI	4% AI	- **

BYB_Q2. Which ONE, if any, of the following mediums contains your favorite version of Batman?

	Total	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL
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
Comic books or graphic novels	12%	11%	15% AH	11%	10%	12%	7%	13%	11%	10%	- **
Live action television series	16%	15%	15%	11%	18%	19%	14%	14%	17%	15%	100% **
Animated television series	11%	10%	10%	12%	10%	9%	12%	13%	9%	9%	-

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Batman

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	Total	Gender		Generation							Region				White
		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	
				**	F.G	F.G		*	**	**				K	
Movies	35%	33%	37%	26%**	40%G	34%G	36%G	20%*	-**	-**	35%	37%	35%	33%	36%
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%A	21%**	9%	16%D	21%D	45%D.E.F*	100%**	-**	18%	23%L	16%	18%	21%P

BYB_Q2_rb. Which ONE, if any, of the following mediums contains your favorite version of Batman?

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	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
Comic books or graphic novels	11%	15%B	7%	5%**	11%	10%	11%	17%*	-**	-**	12%	10%	12%	10%	10%
Live action television series	15%	15%	16%	5%**	7%	17%D	23%D.G	12%*	-**	-**	16%	17%	15%	13%	17%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%G	33%G	36%G	20%*	-**	-**	34%	37%	34%	32%	35%
Video games	5%	6%B	3%	5%**	10%E.F.G	4%F	1%	-*	-**	-**	3%	3%	5%	7%K	4%
Other	1%	1%	1%	-**	1%	0%	1%	2%*	-**	-**	-	-	1%	1%	1%
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 live action Batman portrayal?

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other	Northeast	Midwest	South	West	White
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%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)	24%	23%	25%	3%**	5%	24%D	41%D.E	34%D.E*	-**	-**	28%M	28%M	22%	20%	27%P.Q
Michael Keaton in Batman (1989) and Batman Returns (1992)	17%	16%	17%	-**	15%	22%D.G	17%	11%*	-**	-**	15%	14%	19%	16%	16%
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), 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%B	5%	34%**	9%F.G	7%G	4%	1%*	-**	-**	5%	6%	5%	12%J.K.L	4%
Don't know	4%	4%	4%	8%**	5%	4%	3%	2%*	-**	-**	4%	2%	6%K	3%	3%

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Batman

US_nat_internal Sample: 14th - 15th March 2019

	Total	Race			Education				Marital Status						Children unde
		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?

	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
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?

	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	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% R	33% R.U	18%	21% Y	32% **	18% Y	7% *	29% V.X.Y.AA	12% *	30% AC
Ben Affleck in Batman v. Superman: Dawn of Justice (2016)	7%	10% N	15% N	7% *	10% S	4%	6%	4%	6%	4% **	2%	2% *	8% X	19% V.X.Y.Z*	9%
Don't know	4%	5%	6%	6% *	5%	4%	4%	2%	3%	- **	2%	6% * V	7% V	1% *	4%

YouGov Omnibus

Batman

US_nat_internal Sample: 14th - 15th March 2019

	Total	...r the age of 18	Income					Type of Area Lived in			
		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% AD.AH	37%	36%	28%	38%	35%	32%	- **
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% AI	24% AI	- **

BYB_Q2_rb. Which ONE, if any, of the following mediums contains your favorite version of Batman?

	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
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% AI	27% AI	- **

BYB_Q3. Which ONE, if any, of the following is your favorite live action Batman portrayal?

	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	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%	- **

	Total	Gender		Generation							Region				White
		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	
Not applicable - I do not have a favorite live action Batman portrayal	15%	12%	19% A	17% **	11%	13%	15%	37% D.E.F*	100% **	- **	16%	17%	13%	17%	17%
BYB_Q3_rb. Which ONE, if any, of the following is your 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% D.G	17%	11% *	- **	- **	14%	14%	18%	16%	16%
George Clooney in Batman & Robin (1997)	5%	4%	6%	3% **	9% E.F	2%	4%	6% E*	- **	- **	3%	3%	7% J.K	5%	4%
Christian Bale in Batman Begins (2005), The Dark Knight (2008), 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% A	23% **	17%	16%	16%	37% D.E.F*	100% **	- **	19%	19%	16%	20%	19%
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% F	3% F	1%	- *	- **	- **	2%	2%	1%	3% L	1%
The Joker	37%	40% B	34%	46% **	40% G	38% G	36% G	22% *	- **	- **	38%	38%	38%	32%	35%
Riddler	6%	7%	6%	- **	4%	7%	9% D	8% *	- **	- **	5%	5%	9%	5%	7% Q
Talia al Ghul	1%	2%	1%	- **	2% F	1%	-	1% F*	- **	- **	2%	0%	1%	2%	1%
Catwoman	13%	10%	16% A	2% **	9%	15% D	17% D	11% *	- **	- **	13%	13%	13%	13%	13%
Poison Ivy	4%	2%	5% A	6% **	7% E.F.G	3%	1%	- *	- **	- **	2%	3%	4%	6%	3%
The Scarecrow	2%	2%	1%	7% **	2%	3%	1%	- *	- **	- **	1%	2%	2%	1%	1%

YouGov Omnibus
Batman
US_nat_internal Sample: 14th - 15th March 2019

	Total	Race			Education				Marital Status						Children unde
		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	126	566	30	134	57	354	68	281
Lewis Wilson in Batman (1943)	1%	1%	1%	1% *	1%	0%	1%	-	1%	5% ** Z*	-	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% **	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% Z*	14%	14% *	19%
George Clooney in Batman & Robin (1997)	5%	7%	10% N.Q	2% *	6%	6%	3%	5%	4%	- **	4%	5% *	7% V	13% V.X*	6%
Christian Bale in Batman Begins (2005), The Dark Knight (2008), The Dark Knight Rises (2012)	21%	19%	21%	25% *	14%	26% R	32% R.U	18%	21% Y	31% **	18% Y	6% *	27% V.X.Y.AA	11% *	29% 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%

YouGov Omnibus

Batman

US_nat_internal Sample: 14th - 15th March 2019

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	Total	r the age of 18	Income					Type of Area Lived in			
		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% AB	17%	14%	14%	14%	19%	11%	16%	22% AI	- **

BYB_Q3_rb. Which ONE, if any, of the following is your favorite live action Batman portrayal?

	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
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% AI	25% AI	- **

BYB_Q4. Which ONE, if any, of the following is your favorite Batman villain?

	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	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%	- **

YouGov Omnibus

Batman

US_nat_internal Sample: 14th - 15th March 2019

	Total	Gender		Generation							Region				White
		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**	
Other	1%	1%	0%	10% **	1%	1%	0%	- *	- **	- **	0%	1%	0%	2% L	0%
Don't know	2%	3%	2%	3% **	3%	3%	2%	2% *	- **	- **	3%	2%	2%	2%	2%
Not applicable - I do not have a favorite Batman villain	15%	9%	20% A	13% **	10%	13%	15%	37% D.E.F*	- **	- **	16%	17%	14%	13%	17% P

BYB_Q4_rb. Which ONE, if any, of the following is your favorite Batman villain?

	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
Bane	2%	3%	2%	- **	5% E.F.G	2%	1%	- *	- **	- **	2%	2%	2%	3%	3%
Mr. Freeze	2%	3% B	1%	2% **	4% E.F	1%	1%	- *	- **	- **	3%	2%	1%	2%	1%
The Penguin	12%	13%	10%	8% **	6%	11% D	16% D	18% D*	100% **	- **	11%	11%	12%	12%	13%
Two-Face	1%	1%	1%	- **	3% E.F	1%	0%	1% *	- **	- **	1%	2%	1%	1%	2%
Ra's Al Ghul	2%	2%	1%	- **	2% F	3% F	1%	- *	- **	- **	2%	2%	1%	3% L	1%
The Joker	36%	39% B	33%	43% **	38% G	37% G	36% G	22% *	- **	- **	37%	38%	37%	31%	34%
Riddler	6%	7%	5%	- **	4%	6%	8% D	8% *	- **	- **	5%	5%	8%	5%	7% Q
Talia al Ghul	1%	2%	1%	- **	2% F	1%	-	1% F*	- **	- **	2%	0%	1%	2%	1%
Catwoman	13%	10%	15% A	2% **	9%	14% D	17% D	11% *	- **	- **	13%	13%	13%	13%	13%
Poison Ivy	4%	2%	5% A	5% **	7% E.F.G	3%	1%	- *	- **	- **	2%	2%	4%	5%	3%
The Scarecrow	2%	2%	1%	7% **	2%	3%	1%	- *	- **	- **	1%	2%	2%	1%	1%
Other	1%	1%	0%	10% **	1%	1%	0%	- *	- **	- **	0%	1%	0%	2% L	0%
Don't know	2%	3%	2%	3% **	2%	3%	2%	2% *	- **	- **	3%	2%	2%	2%	2%
Not applicable - I do not have a favorite Batman villain	17%	11%	23% A	20% **	15%	15%	16%	37% D.E.F*	- **	- **	19%	19%	16%	16%	19% P

BYB_Q5. And which, if any, of the following superheros had you heard of before taking this survey? Please select all that apply.

	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	1208	529	679	32	385	315	383	92	1	-	225	287	444	252	823
Base: All US Adults	1208	587	621	37	381	298	397	94	2	-	214	254	455	285	798
The Hulk	86%	84%	88%	89% **	72%	91% D	93% D	89% D*	100% **	- **	82%	88%	88%	83%	89% P.Q
Iron Man	76%	76%	77%	89% **	72% G	86% D.F.G	79% G	47% *	100% **	- **	77%	79%	76%	74%	79% P
Spider-Man	87%	87%	87%	89% **	76%	92% D	93% D	90% D*	100% **	- **	88%	88%	88%	84%	91% P.Q
Superman	87%	85%	88%	89% **	75%	91% D	93% D	94% D*	100% **	- **	84%	89%	88%	84%	91% P.Q
Green Lantern	74%	75%	73%	77% **	62%	80% D	82% D.G	71% *	100% **	- **	71%	76%	75%	74%	78% P
Captain America	83%	83%	84%	87%	72%	90%	89%	83%	100%	-	84%	83%	84%	82%	88%

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	Total	Race			Education				Marital Status						Children unde
		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?

	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
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.

	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	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%

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![YouGov - What the world thinks]

	Total	the age of 18	Income					Type of Area Lived in			
		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% AI	21% AI	- **

BYB_Q4_rb. Which ONE, if any, of the following is your favorite Batman villain?

	Total	the age of 18	Income					Type of Area Lived in			
		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
Bane	2%	2%	3%	1%	3% AH	4% AH	-	3%	2%	1%	- **
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% AI	24% AI	- **

BYB_Q5. And which, if any, of the following superheros had you heard of before taking this survey? Please select all that apply.

	Total	the age of 18	Income					Type of Area Lived in			
		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	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% AI	89%	100% **
Green Lantern	74%	75%	70%	78% AD	77%	77%	72%	70%	77% AI	75%	- **
Captain America	83%	84%	75%	88%	87%	89%	81%	82%	85%	84%	100%

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	Total	Gender		Generation							Region				White
		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	
				**		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.

	Total	Gender		Generation							Region				White
		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	
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
Spider-Man	87%	87%	86%	88% **	76%	92% D	93% D	90% D*	100% **	- **	88%	88%	88%	84%	91% P.Q
Superman	87%	85%	88%	88% **	75%	91% D	93% D	94% D*	100% **	- **	83%	89%	88%	84%	91% P.Q
Green Lantern	74%	75%	73%	75% **	62%	80% D	82% D.G	71% *	100% **	- **	71%	76%	75%	74%	78% P
Captain America	83%	83%	84%	85% **	72%	90% D.G	89% D	83% D*	100% **	- **	84%	83%	84%	82%	88% O.P.Q
Captain Marvel	78%	78%	78%	80% **	66%	84% D	82% D	85% D*	100% **	- **	74%	81%	77%	79%	81% P
Black Panther	69%	67%	71%	85% **	69% G	78% D.F.G	67% G	43% *	- **	- **	66%	69%	71%	69%	71% P
Wonder Woman	84%	82%	87% A	80% **	69%	91% D	93% D	93% D*	100% **	- **	82%	88%	85%	82%	89% O.P.Q
Catwoman	81%	79%	82%	73% **	67%	87% D	90% D.G	81% D*	100% **	- **	78%	82%	83%	78%	85% P.Q
Thor	74%	74%	74%	80% **	67%	85% D.F.G	75% D.G	58% *	- **	- **	73%	76%	76%	70%	77% P
Deadpool	53%	56%	50%	82% **	60% F.G	66% F.G	43% G	11% *	- **	- **	51%	55%	53%	53%	55% P
Wolverine	69%	70%	68%	80% **	64% G	80% D.F.G	71% G	39% *	- **	- **	63%	71%	70%	68%	71% P
The Flash	75%	77%	73%	83% **	66% G	83% D.G	82% D.G	52% *	- **	- **	70%	76%	76%	78%	77% P
None of these	3%	2%	5% A	4% **	6% E.F	1%	1%	3% *	- **	- **	3%	3%	2%	4%	3%

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Batman

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	Total	Race			Education				Marital Status						Children unde
		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
		P		*		R	R	R		**	Y	*		*	
Captain Marvel	78%	75%	64%	79% P*	72% R	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*	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% 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% *	76%
None of these	3%	3%	4%	6% *	4%	3%	2%	1%	3%	6% **	2%	-	4%	3% *	4%

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

	Total	Race			Education				Marital Status						Children unde
		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
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% 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% 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% R	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% AC
Wolverine	69%	75% P	55%	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	65%	74% *	70%	80% R	77%	79%	74%	70% **	78% Y	62% *	77% Y	79% *	76%
None of these	3%	3%	5%	6% *	4%	3%	2%	1%	3%	6% **	2%	-	4%	3% *	4%

YouGov Omnibus

Batman

US_nat_internal Sample: 14th - 15th March 2019

	Total	r the age of 18	Income					Type of Area Lived in			
		No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
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% AI	85%	100% **
Catwoman	81%	83% AB	75%	87% AD.AH	84% AD	83%	77%	77%	84% AI	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% AI	4% AI	- **

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

	Total	r the age of 18	Income					Type of Area Lived in			
		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
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% AI	89%	100% **
Green Lantern	74%	75%	70%	78% AD	77%	77%	72%	70%	77% AI	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% AI	85%	100% **
Catwoman	81%	83% AB	75%	87% AD.AH	84% AD	83%	77%	77%	84% AI	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% AI	4% AI	- **

YouGov Omnibus

Batman

US_nat_internal Sample: 14th - 15th March 2019

![YouGov - What the world thinks]

	Total	Gender		Generation							Region				
		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

If Batman was pitted against the following superheroes, who do you think would emerge victorious? Please select one option on each row.

BYB_Q6_1. Batman v The Hulk

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest	South	West	White
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% B	73%	67%	76% **	73% G	70% G	70%	58% *	100% **	- **	74%	70%	71%	65%	67%

BYB_Q6_2. Batman v Iron Man

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest	South	West	White
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 superhero	912	444	468	32	269	254	311	44	2	-	163	199	340	209	626
Batman	33%	34%	32%	35% **	37%	32%	30%	36% *	100% **	- **	27%	32%	33% J	37%	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

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest	South	West	White
Unweighted base	1039	462	577	28	290	284	354	82	1	-	194	250	384	211	734
Base: US Adults familiar with Batman and one other 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

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest	South	West	White
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 superhero	1030	496	534	32	277	265	366	88	2	-	177	224	393	237	712
Batman	25%	22%	29% A	34% **	37% E.F.G	24%	20%	15% *	- **	- **	20%	21%	29% J.K	28%	23%
The other guy	75% B	79%	71%	66% **	63%	76% D	80% D	85% D*	100% **	- **	80% L	79% L	71%	72%	77% P.Q

BYB_Q6_5. Batman v Green Lantern

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest	South	West	White
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 superhero	891	440	451	28	232	237	326	67	2	-	151	194	338	208	617
Batman	69%	64%	75% A	34% **	68%	71%	71%	73% *	100% **	- **	74% L	79% L.M	64%	66%	72% O.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

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest	South	West	White
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

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest	South	West	White
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 superhero	929	454	476	29	247	246	325	80	2	-	158	206	343	222	641
Batman	51%	47%	55%	28%	44%	53%	54%	67%	100%	-	50%	58%	48%	50%	54%

YouGov Omnibus

Batman

US_nat_internal Sample: 14th - 15th March 2019

![YouGov - What the world thinks]

	Total	Race			Education				Marital Status						Children unde
		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

If Batman was pitted against the following superheroes, who do you think would emerge victorious? Please select one option on each row.

BYB_Q6_1. Batman v The Hulk

	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	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%

BYB_Q6_2. Batman v Iron Man

	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	922	109	102	62	324	319	176	103	421	22	110	38	278	53	235
Base: US Adults familiar with Batman and one other superhero	912	109	116	61	334	293	181	104	420	19	107	36	273	57	226
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%

BYB_Q6_3. Batman v Spider-Man

	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	1039	120	120	65	376	360	187	116	493	25	124	49	294	54	243
Base: US Adults familiar with Batman and one other superhero	1036	120	138	64	392	333	194	117	498	24	122	46	289	58	237
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%

BYB_Q6_4. Batman v Superman

	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	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%

BYB_Q6_5. Batman v Green Lantern

	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	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%

BYB_Q6_6. Batman v Captain America

	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	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%

BYB_Q6_7. Batman v Captain Marvel

	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	931	104	104	63	337	318	175	101	442	22	110	48	261	48	217
Base: US Adults familiar with Batman and one other superhero	929	106	121	62	349	295	183	103	448	20	108	45	257	52	210
Batman	51%	44%	45%	50%	53%	52%	47%	51%	52%	53%	52%	65%	47%	53%	45%

YouGov Omnibus

Batman

US_nat_internal Sample: 14th - 15th March 2019

	Total	r the age of 18		Income					Type of Area Lived in			
		No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say		Urban	Suburban/ Town	Rural	Other

If Batman was pitted against the following superheroes, who do you think would emerge victorious? Please select one option on each row.

BYB_Q6_1. Batman v The Hulk

	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	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% **

BYB_Q6_2. Batman v Iron Man

	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	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% **

BYB_Q6_3. Batman v Spider-Man

	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	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

	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	1037	794	293	194	267	160	123	333	485	218	1
Base: US Adults familiar with Batman and one other superhero	1030	797	288	192	266	160	124	340	472	217	1
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% AI	76%	- **

BYB_Q6_5. Batman v Green Lantern

	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	893	686	246	166	233	142	106	278	426	189	-
Base: US Adults familiar with Batman and one other superhero	891	691	242	165	232	145	108	288	417	187	-
Batman	69%	70%	71%	66%	72%	73%	61% *	71%	67%	71%	- **
The other guy	31%	30%	29%	34%	28%	27%	39% *	29%	33%	29%	- **

BYB_Q6_6. Batman v Captain America

	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	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

	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	931	714	249	172	254	149	107	297	444	189	1
Base: US Adults familiar with Batman and one other superhero	929	720	245	171	254	151	109	307	434	188	1
Batman	51%	53%	57%	47%	53%	51%	41%	51%	51%	53%	-

	Total	Gender		Generation							Region				White
		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	
			A	**		D	D	D.E.F*	**	**		L			
The other guy	49%	53% B	45%	72% **	56% E.F.G	47% G	46% G	33% *	- **	- **	50%	42%	52% K	50%	46%
BYB_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% B	46%	26% **	48%	48%	52%	74% D.E.F*	- **	- **	46%	59% J.L	47%	50%	55% O
The other guy	50%	45%	54% A	74% **	52% G	52% G	48% G	26% *	- **	- **	54% K	41%	53% K	50%	45%
BYB_Q6_9. Batman v Wonder Woman															
Unweighted base	1015	440	575	25	266	282	356	85	1	-	183	252	372	208	723
Base: US Adults familiar with Batman and one other 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%
BYB_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 superhero	964	461	503	27	250	255	356	76	2	-	166	208	370	220	668
Batman	79%	85% B	74%	64% **	78%	80%	81%	77% *	100% **	- **	81%	79%	78%	79%	80%
The other guy	21%	15%	26% A	36% **	22%	20%	19%	23% *	- **	- **	19%	21%	22%	21%	20%
BYB_Q6_11. Batman v Thor															
Unweighted base	893	401	492	25	262	264	289	53	-	-	163	219	336	175	628
Base: US Adults familiar with Batman and one other superhero	883	432	451	29	252	249	298	54	-	-	155	191	339	197	607
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% G	77% G	72% G	55% *	- **	- **	77%	74%	73%	73%	73%
BYB_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% D	53% D	37% **	- **	- **	51%	44%	50%	43%	46%
The other guy	53%	55%	51%	73% **	58% E.F	48%	47%	63% **	- **	- **	49%	56%	50%	57%	54% O
BYB_Q6_13. Batman v Wolverine															
Unweighted base	836	383	453	25	249	254	271	37	-	-	145	205	314	172	578
Base: US Adults familiar with Batman and one other 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%
BYB_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 superhero	898	449	449	30	248	244	326	49	-	-	149	191	340	218	605

YouGov Omnibus

Batman

US_nat_internal Sample: 14th - 15th March 2019

	Total	Race			Education				Marital Status						Children unde
		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**
		*	*	*				*		**		Z*		*	
The other guy	49%	56% *	55% *	50% *	47%	48%	53%	49% *	48%	47% **	48%	35% *	53% Y	47% *	55% AC
BYB_Q6_8. Batman v Black Panther															
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 superhero	822	111	99	55	299	261	169	93	364	17	98	30	265	47	201
Batman	50%	20% *	48% O*	63% O*	52%	50%	47%	50% *	54% Z	52% **	53% *	49% *	43%	50% *	52%
The other guy	50%	80% N.P.Q*	52% *	37% *	48%	50%	53%	50% *	46%	48% **	47% *	51% *	57% V	50% *	48%
BYB_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%
BYB_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%
BYB_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% *	60% Y*	73%	73% *	79%
BYB_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%
BYB_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	824	105	105	55	291	268	171	95	380	16	101	30	249	49	206
Batman	37%	34% *	38% *	35% *	35%	32%	38%	50% R.S*	37%	26% **	30% *	51% X*	37%	43% *	35%
The other guy	63%	66% *	62% *	65% *	65% U	68% U	62%	50% *	63%	74% **	70% *	49% Y*	63%	57% *	65%
BYB_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

YouGov
What the world thinks

	Total	r the age of 18	Income					Type of Area Lived in			
		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% AD.AF*	49%	49%	47%	100% **

BYB_Q6_8. Batman v Black Panther

	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	830	621	231	161	209	136	93	293	379	157	1
Base: US Adults familiar with Batman and one other superhero	822	621	224	160	207	137	94	298	369	154	1
Batman	50%	49%	52%	46%	52%	50%	48% *	50%	49%	54%	- **
The other guy	50%	51%	48%	54%	48%	50%	52% *	50%	51%	46%	100% **

BYB_Q6_9. Batman v Wonder Woman

	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	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% **

BYB_Q6_10. Batman v Catwoman

	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	974	756	267	184	254	154	115	309	462	203	-
Base: US Adults familiar with Batman and one other superhero	964	758	259	183	253	155	114	314	449	201	-
Batman	79%	79%	81%	77%	79%	81%	76%	78%	80%	78%	- **
The other guy	21%	21%	19%	23%	21%	19%	24%	22%	20%	22%	- **

BYB_Q6_11. Batman v Thor

	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	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

	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	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%	- **

BYB_Q6_13. Batman v Wolverine

	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	836	620	225	147	226	131	107	279	393	163	1
Base: US Adults familiar with Batman and one other superhero	824	618	219	145	224	129	107	279	382	162	1
Batman	37%	37%	36%	33%	38%	37%	41% *	34%	39%	36%	- **
The other guy	63%	63%	64%	67%	62%	63%	59% *	66%	61%	64%	100% **

BYB_Q6_14. Batman v The Flash

	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	900	681	252	160	239	139	110	291	425	183	1
Base: US Adults familiar with Batman and one other superhero	898	686	251	159	238	139	111	304	412	181	1

YouGov Omnibus

Batman

US_nat_internal Sample: 14th - 15th March 2019

YouGov
What the world thinks

	Total	Gender		Generation							Region				
		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% G	38%	43% G	25% *	- **	- **	52% K.M	37%	43%	35%	38%

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)

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	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	25%	22%	28% A	20% **	19%	27% D	28% D	38% D*	- **	- **	21%	26%	25%	29%	29% O.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% E.F.G	10%	7%	11% *	- **	- **	19% K	12%	14%	18%	12%

BYB_Q6rc_2. Batman v Iron Man (recoded)

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	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	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% E.F	15%	21% E	53% D.E.F*	- **	- **	24%	22%	25%	27%	22%

BYB_Q6rc_3. Batman v Spider-Man (recoded)

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	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	49%	50%	49%	52% **	41%	53% D	54% D	51% *	- **	- **	45%	49%	51%	50%	51%
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)

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	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	22%	18%	25% A	29% **	27% F.G	21%	19%	14% *	- **	- **	16%	19%	25% J.K	23%	20%
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)

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	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	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% B	18%	48% **	19%	23%	24%	19% *	- **	- **	18%	16%	27% J.K	25% K	21%
a N/A – Not familiar with at least one of the super heros	26%	25%	27%	27% **	39% E.F	20%	18%	29% F*	- **	- **	30%	24%	26%	27%	23%

BYB_Q6rc_6. Batman v Captain America (recoded)

YouGov Omnibus

Batman

US_nat_internal Sample: 14th - 15th March 2019

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	Total	Race			Education				Marital Status						Children unde
		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%

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)

	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	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%

BYB_Q6rc_2. Batman v Iron Man (recoded)

	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	25%	24%	17%	31% P*	22%	27%	24%	31%	20%	25% **	28% *	30% *	29% V	29% *	26%
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%

BYB_Q6rc_3. Batman v Spider-Man (recoded)

	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	49%	43%	48%	48% *	46%	49%	54% R	53%	50%	41% **	56% Z	47% *	45%	59% *	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% N.O	18% N*	20% S.T.U	11%	12%	7%	12%	20% **	9%	20% X*	18% V.X	15% *	16%

BYB_Q6rc_4. Batman v Superman (recoded)

	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	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)

	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	51%	39%	44%	41% *	44%	55% R	53% R	65% R.T	53%	42% **	56%	55% *	47%	53% *	48%
The other guy	23%	33% N.P	17%	31% P*	24%	20%	26% U	16%	22%	32% **	23%	16% *	22%	29% *	23%
a N/A – Not familiar with at least one of the super heros	26%	28% N	39% N	28% *	32% S.T.U	25%	21%	19%	25%	26% **	20%	29% *	31% X	18% *	29%

BYB_Q6rc_6. Batman v Captain America (recoded)

YouGov Omnibus

Batman

US_nat_internal Sample: 14th - 15th March 2019

	Total	r the age of 18	Income					Type of Area Lived in			
		No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
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)

	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	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)

	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	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%	100% **
a N/A – Not familiar with at least one of the super heros	25%	26% AB	30% AF.AG	23%	20%	21%	27%	23%	23%	31% AI.AJ	- **

BYB_Q6rc_3. Batman v Spider-Man (recoded)

	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	49%	49%	51%	47%	49%	53%	46%	49%	50%	48%	100% **
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)

	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	22%	22%	24%	25%	19%	17%	22%	24%	20%	21%	100% **
The other guy	64%	64%	58%	65%	68% AD	67%	60%	58%	67% AI	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)

	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	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)

YouGov Omnibus
Batman
US_nat_internal Sample: 14th - 15th March 2019

	Total	Gender		Generation							Region				
		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)

	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%	37%	42%	22% **	28%	44% D	44% D	57% D.E.F*	100% **	- **	37%	47% J.L	36%	39%	43% O.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)

	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	34%	36%	32%	21% **	32%	37%	35%	32% *	- **	- **	30%	40% J.L	32%	34%	38% O.P
The other guy	34%	30%	38% A	61% **	35% G	39% G	32% G	11% *	- **	- **	35%	28%	37% K	34%	31%
a N/A – Not familiar with at least one of the super heros	32%	34%	31%	17% **	33% E	23%	33% E	57% D.E.F*	100% **	- **	35%	32%	31%	32%	30%

BYB_Q6rc_9. Batman v Wonder Woman (recoded)

	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%	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% E.F.G	11%	8%	7% *	- **	- **	20% K	12%	17%	18%	12%

BYB_Q6rc_10. Batman v Catwoman (recoded)

	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	63%	66% B	60%	45% **	51%	68% D	73% D.G	62% *	100% **	- **	62%	65%	64%	61%	67% P
The other guy	17%	12%	21% A	25% **	15%	17%	17%	19% *	- **	- **	15%	17%	18%	16%	17%
a N/A – Not familiar with at least one of the super heros	20%	21%	19%	30% **	34% E.F.G	15%	10%	19% F*	- **	- **	23%	18%	19%	23%	16%

BYB_Q6rc_11. Batman v Thor (recoded)

	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	19%	17%	21%	10% **	16%	20%	21%	26% D*	- **	- **	16%	19%	20%	19%	20% P
The other guy	54%	56%	52%	68% **	50% G	64% D.F.G	54% G	32% *	- **	- **	56%	56%	54%	50%	56% P
a N/A – Not familiar with at least one of the super heros	27%	27%	27%	22% **	34% E.F	16%	25% E	42% E.F*	100% **	- **	28%	25%	25%	31%	24%

YouGov Omnibus
Batman
US_nat_internal Sample: 14th - 15th March 2019

	Total	Race			Education				Marital Status						Children unde
		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)

	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%	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)

	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	34%	15%	25%	44%* O.P*	32%	35%	36%	37%	35%	30% **	39%	26% *	32%	35% *	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)

	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%	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)

	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	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)

	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	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%

YouGov Omnibus

Batman

US_nat_internal Sample: 14th - 15th March 2019

YouGov
What the world thinks

| | Total | ...r the age of 18 | Income | | | | | Type of Area Lived in | | | |
		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%	- **

BYB_Q6rc_7. Batman v Captain Marvel (recoded)

	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% AB	40% AH	38%	44% AH	41% AH	30%	38%	40%	40%	- **
The other guy	38%	36%	30%	42% AD	39% AD	39% AD	43% AD	37%	39%	35%	100% **
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%	- **

BYB_Q6rc_8. Batman v Black Panther (recoded)

	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	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% AI	- **

BYB_Q6rc_9. Batman v Wonder Woman (recoded)

	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%	40%	42%	36%	37%	46% AE	35%	38%	42%	37%	- **
The other guy	44%	44%	36%	51% AD.AG	49% AD	40%	46% AD	42%	44%	46%	100% **
a N/A – Not familiar with at least one of the super heros	17%	16%	22% AE.AF.AG	13%	14%	15%	18%	20% AJ	14%	16%	- **

BYB_Q6rc_10. Batman v Catwoman (recoded)

	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	63%	64%	60%	66%	66%	66%	58%	60%	66% AI	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)

	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	19%	20%	20%	17%	18%	21%	20%	18%	20%	19%	- **
The other guy	54%	52%	46%	57% AD	59% AD	55%	56%	55%	55%	50%	100% **
a N/A – Not familiar with at least one of the super heros	27%	28%	34% AF.AG.AH	26%	22%	25%	24%	27%	25%	32% AJ	- **

YouGov Omnibus

Batman

US_nat_internal Sample: 14th - 15th March 2019

YouGov
What the world thinks

	Total	Gender		Generation							Region				White
		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	
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/X/Y/Z/AA, AB/AC, AD/AE/AF/AG/AH, AI/AJ/AK/AL, Minimum Base: 30 (**), Small Base: 100 (*))

YouGov Omnibus

Batman

US_nat_internal Sample: 14th - 15th March 2019

![YouGov logo - What the world thinks]

	Total	Race			Education				Marital Status						Children unde
		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 (C

YouGov Omnibus

Batman

US_nat_internal Sample: 14th - 15th March 2019

YouGov
What the world thinks

	Total	...the age of 18	Income					Type of Area Lived in			
		No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
BYB_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%	- **
BYB_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%	- **
BYB_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%	- **

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