



## **Stan Lee**

**Fieldwork Dates: 13th - 14th November 2018**

**Conducted by YouGov  
On behalf of YouGov Omnibus**

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#### **BACKGROUND**

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

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

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

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

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

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1241 adults. Fieldwork was undertaken between 13th - 14th November 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

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

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

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

**YouGov Omnibus**  
**Stan Lee**

US\_nat Sample: 13th - 14th November 2018



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

GYS\_q1. Which, if any, of the following characters created by Stan Lee is your favorite?

Unweighted base	1240	543	697	341	402	497	258	264	455	263	874	146	130	90	453
<b>Base: All US Adults</b>	1227	607	620	383	398	447	256	245	455	271	807	152	183	85	512
Ant-Man	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	5%	1%
Black Panther	6%	6%	6%	8%	5%	4%	5%	3%	8%	4%	2%	24%	5%	9%	4%
Black Widow	1%	1%	2%	3%	1%	1%	1%	1%	2%	2%	1%	2%	2%	-	1%
Daredevil	2%	2%	1%	1%	3%	0%	3%	1%	1%	2%	2%	-	2%	2%	1%
Doctor Strange	3%	2%	3%	4%	2%	2%	3%	3%	2%	3%	3%	2%	2%	3%	1%
Hawkeye	1%	1%	1%	2%	0%	0%	0%	2%	0%	1%	1%	0%	-	3%	1%
The Hulk	8%	9%	8%	4%	11%	9%	7%	7%	11%	6%	7%	17%	7%	6%	10%
Iron Man	9%	9%	8%	8%	8%	9%	9%	9%	7%	11%	9%	6%	9%	9%	7%
Mystique	1%	0%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	0%	-	1%
Nick Fury	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	2%	1%
Professor X	1%	1%	0%	-	1%	1%	0%	1%	0%	1%	0%	-	1%	3%	0%
Scarlet Witch	1%	-	1%	1%	1%	-	1%	0%	-	1%	1%	-	0%	1%	1%
Spider-Man	22%	27%	16%	24%	19%	21%	24%	15%	21%	25%	21%	18%	32%	16%	25%
Storm	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	1%	3%	1%	1%	1%
Thor	7%	6%	7%	7%	6%	7%	6%	7%	6%	7%	7%	3%	9%	4%	7%
Wolverine	10%	9%	10%	10%	13%	6%	7%	10%	11%	8%	10%	4%	14%	9%	9%
Other	3%	4%	2%	3%	5%	1%	3%	4%	2%	3%	3%	2%	2%	5%	3%
Don't know	11%	9%	13%	9%	9%	14%	10%	13%	11%	10%	13%	8%	7%	8%	13%
Not applicable - I don't like any Stan Lee-created characters	14%	11%	17%	9%	12%	19%	16%	18%	12%	12%	17%	8%	5%	12%	13%

GYS\_q2. How often, if at all, would you say you read comic books?

Unweighted base	1240	543	697	341	402	497	258	264	455	263	874	146	130	90	453
<b>Base: All US Adults</b>	1227	607	620	383	398	447	256	245	455	271	807	152	183	85	512
Every day	2%	2%	2%	3%	3%	-	3%	3%	1%	1%	1%	2%	2%	4%	2%
A few times a week	3%	5%	2%	4%	5%	1%	2%	4%	5%	2%	3%	6%	6%	1%	4%
Once a week	3%	4%	2%	6%	2%	1%	4%	2%	4%	1%	2%	5%	4%	6%	4%
Once every two weeks	3%	3%	3%	4%	4%	2%	3%	3%	2%	4%	1%	3%	6%	10%	3%

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**Stan Lee**

US\_nat Sample: 13th - 14th November 2018



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

GYS\_q1. Which, if any, of the following characters created by Stan Lee is your favorite?

Unweighted base	1240	423	231	133	564	27	152	55	375	67	330	910	457	359	298
<b>Base: All US Adults</b>	1227	389	209	117	533	31	136	50	397	80	327	900	463	351	283
Ant-Man	1%	2%	2%	1%	1%	**	1%	*	2%	*	2%	1%	0%	Z	1%
Black Panther	6%	8%	5%	4%	4%	6%	4%	8%	7%	11%	5%	6%	7%	4%	4%
Black Widow	1%	3%	1%	1%	1%	3%	1%	2%	1%	2%	2%	1%	1%	1%	2%
Daredevil	2%	2%	1%	2%	2%	**	1%	2%	2%	1%	2%	1%	2%	1%	1%
Doctor Strange	3%	3%	2%	6%	2%	14%	4%	4%	2%	6%	3%	3%	2%	3%	4%
Hawkeye	1%	1%	1%	0%	1%	**	-	-	1%	-	0%	1%	1%	0%	2%
The Hulk	8%	8%	5%	7%	9%	11%	7%	19%	6%	9%	10%	8%	9%	8%	7%
Iron Man	9%	8%	16%	7%	11%	3%	9%	5%	7%	12%	9%	9%	7%	11%	8%
Mystique	1%	1%	1%	3%	1%	-	1%	1%	2%	1%	3%	1%	2%	1%	1%
Nick Fury	1%	1%	0%	-	1%	**	1%	-	-	1%	1%	0%	0%	1%	1%
Professor X	1%	1%	-	2%	1%	-	1%	-	0%	-	1%	0%	1%	1%	1%
Scarlet Witch	1%	0%	0%	1%	1%	-	-	-	1%	1%	1%	0%	0%	1%	1%
Spider-Man	22%	19%	19%	23%	19%	20%	18%	23%	26%	21%	18%	23%	22%	21%	19%
Storm	1%	2%	2%	3%	1%	**	1%	-	2%	3%	1%	2%	1%	1%	2%
Thor	7%	5%	9%	4%	8%	2%	4%	7%	6%	3%	7%	6%	6%	6%	8%
Wolverine	10%	11%	9%	9%	11%	9%	11%	10%	8%	6%	13%	8%	9%	10%	11%
Other	3%	3%	2%	3%	3%	3%	2%	-	3%	-	4%	3%	3%	2%	3%
Don't know	11%	11%	6%	9%	10%	12%	20%	8%	11%	6%	9%	12%	13%	10%	9%
Not applicable - I don't like any Stan Lee-created characters	14%	12%	18%	14%	14%	17%	15%	11%	13%	16%	8%	16%	13%	16%	15%

GYS\_q2. How often, if at all, would you say you read comic books?

Unweighted base	1240	423	231	133	564	27	152	55	375	67	330	910	457	359	298
<b>Base: All US Adults</b>	1227	389	209	117	533	31	136	50	397	80	327	900	463	351	283
Every day	2%	2%	0%	1%	2%	**	-	*	3%	2%	2%	2%	2%	2%	2%
A few times a week	3%	2%	4%	2%	3%	15%	1%	-	5%	2%	4%	3%	3%	4%	4%
Once a week	3%	3%	1%	2%	2%	8%	2%	6%	3%	8%	3%	3%	2%	5%	3%
Once every two weeks	3%	4%	1%	3%	3%	-	1%	3%	4%	2%	6%	2%	4%	2%	3%

**YouGov Omnibus**  
**Stan Lee**

US\_nat Sample: 13th - 14th November 2018



Total	Level of Comic Fandom			
	Prefer not to say	Comic Lover	Casual fan	Not a fan
	AC	AQ	AR	AS

GYS\_q1. Which, if any, of the following characters created by Stan Lee is your favorite?

	Unweighted base	1240	126	161	255	75
<b>Base: All US Adults</b>	1227	130	180	259	13	
Ant-Man	1%	2%	2%	2%	7%	**
Black Panther	6%	5%	7%	11%	-	**
Black Widow	1%	1%	3%	1%	-	**
Daredevil	2%	2%	3%	3%	-	**
Doctor Strange	3%	-	3%	5%	7%	**
Hawkeye	1%	-	1%	2%	-	**
The Hulk	8%	10%	13%	7%	13%	**
Iron Man	9%	10%	8%	9%	8%	**
Mystique	1%	1%	2%	2%	7%	**
Nick Fury	1%	-	2%	1%	-	**
Professor X	1%	-	1%	1%	-	**
Scarlet Witch	1%	-	1%	2%	-	**
Spider-Man	22%	25%	28%	22%	21%	**
Storm	1%	2%	2%	1%	-	**
Thor	7%	8%	5%	7%	12%	**
Wolverine	10%	7%	12%	14%	14%	**
Other	3%	5%	5%	3%	6%	**
Don't know	11%	11%	1%	6%	-	**
Not applicable - I don't like any Stan Lee-created characters	14%	11%	-	2%	7%	**

GYS\_q2. How often, if at all, would you say you read comic books?

	Unweighted base	1240	126	161	255	75
<b>Base: All US Adults</b>	1227	130	180	259	13	
Every day	2%	1%	10%	1%	7%	**
A few times a week	3%	4%	21%	2%	-	**
Once a week	3%	4%	10%	7%	-	**
Once every two weeks	3%	3%	11%	6%	6%	**

# YouGov Omnibus

## Stan Lee

US\_nat Sample: 13th - 14th November 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Once a month	4%	4%	4%	6% E	4% E	1%	2%	3%	4%	5%	3%	4%	4% *	11% J*	2%
Less often than once a month	22%	25% B	19%	25% E	25% E	17%	23%	21%	21%	24%	21%	24%	27% *	20% *	20%
Never	59%	54%	65% A	48%	53%	75% C.D	60%	61%	59%	59%	65% K.L.M	51%	46% *	45% *	59%
Don't know	4%	4%	4%	4%	4%	4%	3%	5%	4%	3%	4%	5%	5% *	2% *	6% P

### GYS\_q3. How much, if at all, do you enjoy reading comic books?

Unweighted base	431	217	214	157	167	107	88	87	160	96	256	65	64	46	147
<b>Base: US Adults Who Ever Read Comics</b>	452	259	193	182	173	96	95	85	169	103	248	68	92	44	182
Enjoy a lot	40%	46% B	32%	38% E	49% E	27% *	45% I*	40% *	44% I	28% *	34% *	45% *	52% J*	39% *	42%
Somewhat enjoy	35%	33%	37%	41% D	27% *	38% *	35% *	36% *	31% *	40% *	36% *	39% *	27% *	39% *	33%
Enjoy a little	23%	19%	27%	19% C*	21% *	32% *	16% *	21% *	23% *	29% *	26% *	16% *	19% *	22% *	23%
Don't enjoy at all	3%	2%	4%	2% *	3% *	3% *	4% *	3% *	2% *	3% *	4% *	- *	2% *	- *	2%

In general, do you prefer the DC brand or the Marvel brand in each of the following types of media? Please select on option on each row.

### GYS\_q4\_1. Comics

Unweighted base	1240	543	697	341	402	497	258	264	455	263	874	146	130	90	453
<b>Base: All US Adults</b>	1227	607	620	383	398	447	256	245	455	271	807	152	183	85	512
DC	8%	10%	7%	12% E	7% E	6% E	10% G	7% G	8% G	8% G	7% G	12% G	8% J*	17% J*	8%
Marvel	24%	30% B	18%	28% E	30% E	15% E	23% E	26% E	24% E	22% E	19% J	34% J	36% J*	22% *	25%
No preference	68%	61% A	75% A	60% A	63% C	79% C.D	67% C.D	67% C.D	68% C.D	69% C.D	74% K.L.M	54% K.L	56% *	60% *	67%

### GYS\_q4\_2. Movies

Unweighted base	1240	543	697	341	402	497	258	264	455	263	874	146	130	90	453
<b>Base: All US Adults</b>	1227	607	620	383	398	447	256	245	455	271	807	152	183	85	512
DC	5%	5%	5%	8% D.E	4% E	4% E	7% G	3% G	5% G	5% G	4% G	5% G	5% J*	12% J*	5%
Marvel	39%	44% B	33%	51% E	44% E	23% E	35% E	39% E	40% E	40% E	35% J.M	47% J.M	53% J.M*	27% *	36%
No preference	56%	51% A	62% A	41% A	52% C	73% C.D	57% C.D	58% C.D	56% C.D	55% C.D	61% K.L	48% K.L	41% *	61% L*	58%

### GYS\_q4\_3. TV Shows

Unweighted base	1240	543	697	341	402	497	258	264	455	263	874	146	130	90	453
<b>Base: All US Adults</b>	1227	607	620	383	398	447	256	245	455	271	807	152	183	85	512
DC	9%	11%	8%	16% D.E	9% E	4% E	10% G	8% G	9% G	10% G	8% G	17% J.L	8% *	9% *	8%
Marvel	25%	26% B	24%	31% E	29% E	16% E	26% E	25% E	26% E	23% E	22% J.M	29% J.M	38% J.M*	22% *	26%
No preference	66%	63% A	68% A	53% A	61% C	80% C.D	64% C.D	66% C.D	65% C.D	66% C.D	70% K.L	54% K.L	54% *	69% K.L*	66%

### GYS\_q4\_4. Video Games

Unweighted base	1240	543	697	341	402	497	258	264	455	263	874	146	130	90	453
<b>Base: All US Adults</b>	1227	607	620	383	398	447	256	245	455	271	807	152	183	85	512
DC	6%	7%	5%	11% D.E	6% E	3% E	6% G	8% G	6% G	5% G	5% G	3% G	9% *	10% *	6%

# YouGov Omnibus

## Stan Lee

US\_nat Sample: 13th - 14th November 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Once a month	4%	4%	7% N	5% N	4%	- **	4%	2% *	4%	4% *	5%	3%	4%	4%	3%
Less often than once a month	22%	21%	29% N.O	22%	21%	12% **	24%	22% *	24%	22% *	26% Y	20%	23%	21%	22%
Never	59%	61%	55%	63%	62% V	54% **	64% V	68% *	54%	57% *	50%	63% X	58%	62%	61%
Don't know	4%	3%	2%	2%	3%	12% **	5%	- *	4%	2% *	3%	4%	5% AA	1%	3%

### GYS\_q3. How much, if at all, do you enjoy reading comic books?

Unweighted base	431	141	95	48	183	6	48	17	152	25	153	278	166	120	104
<b>Base: US Adults Who Ever Read Comics</b>	452	138	90	42	183	11	43	16	166	33	154	297	172	129	103
Enjoy a lot	40%	43%	31% *	36% *	40%	42% **	27% *	29% **	47% T	22% **	43%	38%	34%	46% *	39% *
Somewhat enjoy	35%	32%	38% *	46% *	31%	43% **	37% *	41% **	32% **	63% **	33%	36%	37%	27% *	37% *
Enjoy a little	23%	21%	25% *	18% *	26%	16% **	32% V*	30% **	18% **	16% **	21%	23%	25%	26% *	19% *
Don't enjoy at all	3%	3%	6% *	- *	3%	- **	4% *	- **	3% *	- **	3%	3%	4%	1% *	4% *

In general, do you prefer the DC brand or the Marvel brand in each of the following types of media? Please select on option on each row.

### GYS\_q4\_1. Comics

Unweighted base	1240	423	231	133	564	27	152	55	375	67	330	910	457	359	298
<b>Base: All US Adults</b>	1227	389	209	117	533	31	136	50	397	80	327	900	463	351	283
DC	8%	9%	8%	9%	8%	8% **	8%	5% *	11% *	5% *	8%	8%	9%	7%	8%
Marvel	24%	24%	24% *	20% *	23%	39% **	17% *	21% *	27% T	24% *	34% Y	20%	20%	30% Z	23% *
No preference	68%	67%	68% *	71% *	70% V	52% **	76% V	74% *	63% *	71% *	57% *	72% X	70%	64% *	69% *

### GYS\_q4\_2. Movies

Unweighted base	1240	423	231	133	564	27	152	55	375	67	330	910	457	359	298
<b>Base: All US Adults</b>	1227	389	209	117	533	31	136	50	397	80	327	900	463	351	283
DC	5%	5%	5%	6%	5%	3% **	2% *	2% *	6% T	5% *	5%	5%	5%	6%	5%
Marvel	39%	42%	44% N.Q	32% *	37%	40% **	31% *	32% *	44% T	41% *	50% Y	34%	35%	39% *	43% *
No preference	56%	53%	51% *	62% *	58% V	58% **	67% R.V	66% V*	50% *	54% *	45% *	61% X	61%	55% *	53% *

### GYS\_q4\_3. TV Shows

Unweighted base	1240	423	231	133	564	27	152	55	375	67	330	910	457	359	298
<b>Base: All US Adults</b>	1227	389	209	117	533	31	136	50	397	80	327	900	463	351	283
DC	9%	11%	9%	11%	9%	6% **	5% *	8% *	13% T	7% *	14% Y	8%	9%	10% *	9% *
Marvel	25%	27%	22% N.O	18% *	25%	40% **	20% *	18% *	26% T	25% *	35% Y	21%	23%	28% *	24% *
No preference	66%	62%	68% *	71% *	66% V	54% **	75% R.V	75% *	61% *	68% *	51% *	71% X	68%	62% *	67% *

### GYS\_q4\_4. Video Games

Unweighted base	1240	423	231	133	564	27	152	55	375	67	330	910	457	359	298
<b>Base: All US Adults</b>	1227	389	209	117	533	31	136	50	397	80	327	900	463	351	283
DC	6%	6%	6%	5%	5%	2% **	5% *	3% *	9% R	8% *	7% *	6%	7% AA	4%	7% *

**YouGov Omnibus**  
**Stan Lee**

US\_nat Sample: 13th - 14th November 2018



	Total	Level of Comic Fandom			
		Prefer not to say	Comic Lover	Casual fan	Not a fan
Once a month	4%	3%	12%	9%	8%
					**
Less often than once a month	22%	22%	36%	75%	79%
				AQ	**
Never	59%	52%	-	-	-
					**
Don't know	4%	11%	-	-	-
		Z_AA,AB			**

**GYS\_q3. How much, if at all, do you enjoy reading comic books?**

Unweighted base	431	41	161	255	15
<b>Base: US Adults Who Ever Read Comics</b>	452	48	180	259	13
Enjoy a lot	40%	44%	100%	-	-
		*	AR		**
Somewhat enjoy	35%	42%	-	61%	-
		*		AQ	**
Enjoy a little	23%	12%	-	39%	-
		*		AQ	**
Don't enjoy at all	3%	2%	-	-	100%
		*			**

In general, do you prefer the DC brand or the Marvel brand in each of the following types of media? Please select on option on each row.

**GYS\_q4\_1. Comics**

Unweighted base	1240	126	161	255	15
<b>Base: All US Adults</b>	1227	130	180	259	13
DC	8%	10%	20%	15%	14%
					**
Marvel	24%	23%	52%	36%	27%
			AR		**
No preference	68%	67%	29%	50%	59%
				AQ	**

**GYS\_q4\_2. Movies**

Unweighted base	1240	126	161	255	15
<b>Base: All US Adults</b>	1227	130	180	259	13
DC	5%	6%	7%	7%	14%
					**
Marvel	39%	42%	71%	51%	25%
			AR		**
No preference	56%	52%	23%	42%	61%
				AQ	**

**GYS\_q4\_3. TV Shows**

Unweighted base	1240	126	161	255	15
<b>Base: All US Adults</b>	1227	130	180	259	13
DC	9%	10%	19%	19%	28%
					**
Marvel	25%	26%	47%	28%	27%
			AR		**
No preference	66%	64%	34%	53%	46%
				AQ	**

**GYS\_q4\_4. Video Games**

Unweighted base	1240	126	161	255	15
<b>Base: All US Adults</b>	1227	130	180	259	13
DC	6%	7%	11%	10%	15%
					**



# YouGov Omnibus

## Stan Lee

US\_nat Sample: 13th - 14th November 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Marvel	17%	21% B	12%	25% E	21% E	5%	19%	13%	18%	15%	12%	31% J.M	23% J*	14% *	18% P
No preference	77%	72%	83% A	64%	73% C	92% C.D	75%	79%	76%	80%	82% K.L	65%	67% *	76% *	75%

GYS\_q5. Which ONE, if any, of the following superpowers do you wish you had? Please select the option that best applies.

	Unweighted base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Base: All US Adults	1227	607	620	383	398	447	256	245	455	271	807	152	183	85	512
Ability to fly	8%	8%	8%	7%	7%	11% D	9%	7%	9%	9%	9%	5%	8%	5%	7%
Telekinesis	3%	3%	3%	5% E	3% E	1%	1%	2%	4%	3%	2%	4%	4%	3%	3%
X-ray vision	1%	2%	1%	1%	1%	1%	1%	0%	2%	0%	1%	1%	3%	1%	2% O.P
Ability to read minds	9%	7%	10%	11%	9%	7%	10%	10%	8%	7%	8%	11%	10%	4%	9%
Super strength	3%	4% B	2%	2%	4%	2%	3%	3%	2%	3%	2%	5%	5%	2%	3%
Mind control	7%	8% B	5%	5%	10% C.E	5%	6%	5%	7%	8%	5%	7%	11% J*	15% J.K*	6%
Shapeshifting	3%	2%	3%	3%	3%	2%	2%	5% F.I	2%	2%	3%	2%	2%	1%	2%
Invisibility	9%	9%	9%	8%	10%	9%	7%	10%	9%	9%	9%	7%	9%	12%	9%
Time travel (but cannot stop time)	6%	5%	7%	4%	8%	6%	7%	8%	4%	6%	7%	3%	3%	4%	4%
Ability to stop time (but cannot time travel)	3%	4%	2%	6% D.E	2%	1%	4% H	3%	1%	5% H	4% K	-	1% *	7% K.L*	4%
Teleportation	7%	5%	9% A	11% E	7%	4%	6%	6%	9%	6%	8%	4%	5%	12% K*	6%
Ability to breathe underwater	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	2%
Foresight	4%	4%	5%	2%	5%	5%	7% G.I	2%	4%	3%	5%	5%	2%	2%	4%
Super-human intelligence	9%	10%	9%	12%	8%	8%	8%	10%	10%	9%	9%	16% J.L	7% *	10% *	7%
Super-human fighting skills	2%	3%	1%	2%	3%	1%	1%	1%	2%	3%	1%	4% J	5% J*	2% *	2%
Immortality	9%	10% B	7%	9%	7%	9%	9%	8%	7%	11%	9%	8%	10% *	5% *	9%
Other	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%	1% *	3% *	1%
Don't know	5%	3% A	6%	4%	4%	6%	5%	3%	5%	5%	4%	5%	6% *	3% *	6%
Not applicable – I wouldn't want to have any super power	11%	10%	12%	5%	7%	19% C.D	12%	11%	11%	9%	12%	10%	6% *	7% *	14% O.P

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/AM/AN/AO/AP, AQ/AR/AS, Minimum Base: 30 (\*\*), Small Base: 100 (\*)

# YouGov Omnibus

Stan Lee

US\_nat Sample: 13th - 14th November 2018



Total	Education			Marital Status						Children under the age of 18		Income			
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	
Marvel	17%	19%	11%	11%	16%	25%	6%	8%	21%	19%	28%	12%	16%	19%	15%
		P.Q		T	**		*	T.U	T*	Y					
No preference	77%	74%	83%	84%	79%	72%	89%	89%	70%	73%	65%	82%	76%	78%	78%
		N.O	N.O	V	**	R.V.W	V*		*	X					

GYS\_q5. Which ONE, if any, of the following superpowers do you wish you had? Please select the option that best applies.

	Unweighted base	1240	423	231	133	564	27	152	55	375	67	330	910	457	359	298
<b>Base: All US Adults</b>	1227	389	209	117	533	31	136	50	397	80	327	900	463	351	283	
Ability to fly	8%	6%	11%	18%	10%	11%	8%	6%	7%	9%	7%	9%	7%	7%	11%	
			N.O	N.O	**	*		*		*				Z		
Telekinesis	3%	4%	2%	-	2%	-	2%	-	5%	5%	4%	3%	4%	1%	3%	
		Q			**	*	R	*		*		AA				
X-ray vision	1%	0%	-	1%	1%	15%	1%	2%	1%	1%	1%	1%	1%	3%	0%	
					**	*		*		*			Z.AB			
Ability to read minds	9%	7%	10%	9%	6%	3%	12%	13%	11%	12%	8%	9%	8%	10%	7%	
					**	R	R*	R	*							
Super strength	3%	2%	5%	2%	4%	3%	1%	1%	1%	3%	4%	2%	2%	3%	4%	
		O	V	**	*			*		*						
Mind control	7%	7%	7%	5%	7%	6%	7%	9%	6%	5%	8%	6%	6%	9%	6%	
					**	*		*		*						
Shapeshifting	3%	4%	3%	2%	3%	-	2%	3%	3%	1%	3%	2%	3%	3%	3%	
					**	*		*		*						
Invisibility	9%	10%	8%	6%	11%	5%	8%	9%	8%	6%	13%	8%	8%	9%	10%	
					**	*		*		*	Y					
Time travel (but cannot stop time)	6%	6%	8%	6%	7%	2%	5%	8%	6%	-	5%	6%	5%	5%	9%	
			N	**	W	**	W*	*		*				Z		
Ability to stop time (but cannot time travel)	3%	3%	3%	1%	2%	6%	3%	-	4%	4%	4%	3%	4%	3%	1%	
					**	*		*	R	*						
Teleportation	7%	8%	7%	10%	6%	6%	7%	7%	7%	13%	6%	8%	8%	7%	6%	
					**	*		*		*						
Ability to breathe underwater	1%	1%	2%	1%	2%	-	1%	-	1%	-	2%	1%	1%	2%	2%	
					**	*		*		*						
Foresight	4%	5%	3%	4%	4%	6%	4%	7%	3%	6%	3%	4%	4%	4%	5%	
					**	*		*		*			AC	AC	AC	
Super-human intelligence	9%	12%	10%	9%	8%	5%	9%	3%	12%	17%	11%	9%	11%	8%	9%	
		N	**	**	R	*	R	R.U*	*							
Super-human fighting skills	2%	2%	2%	-	1%	-	4%	1%	2%	4%	1%	2%	1%	3%	1%	
					**	R	*	*		*			Z.AB			
Immortality	9%	8%	7%	8%	9%	11%	8%	10%	9%	2%	9%	8%	8%	8%	9%	
					**	*		*		*						
Other	1%	2%	2%	2%	1%	-	3%	2%	2%	-	1%	2%	2%	2%	1%	
					**	*		*		*						
Don't know	5%	4%	3%	3%	6%	11%	4%	-	4%	5%	4%	5%	7%	3%	3%	
					**	*		*		*		AA.AB				
Not applicable – I wouldn't want to have any super power	11%	8%	7%	13%	12%	9%	12%	19%	9%	8%	6%	12%	11%	10%	9%	
					**	V*		*		*	X					

Cell Contents (Col

**YouGov Omnibus**  
**Stan Lee**

US\_nat Sample: 13th - 14th November 2018



	Total	Level of Comic Fandom			
		Prefer not to say	Comic Lover	Casual fan	Not a fan
Marvel	17%	15%	36% AR	21%	19% **
No preference	77%	78%	53%	69% AQ	66% **

GYS\_q5. Which ONE, if any, of the following superpowers do you wish you had? Please select the option that best applies.

	Unweighted base				
	1240	126	161	255	15
<b>Base: All US Adults</b>	1227	130	180	259	13
Ability to fly	8%	11%	5%	6%	12% **
Telekinesis	3%	5% AA	4%	5%	- **
X-ray vision	1%	-	4%	1%	- **
Ability to read minds	9%	8%	7%	8%	7% **
Super strength	3%	1%	6%	2%	- **
Mind control	7%	4%	11%	8%	7% **
Shapeshifting	3%	3%	3%	6%	6% **
Invisibility	9%	10%	9%	9%	21% **
Time travel (but cannot stop time)	6%	6%	5%	5%	7% **
Ability to stop time (but cannot time travel)	3%	3%	4%	5%	- **
Teleportation	7%	5%	3%	10% AQ	- **
Ability to breathe underwater	1%	1%	0%	2%	- **
Foresight	4%	-	4%	3%	- **
Super-human intelligence	9%	7%	15%	9%	16% **
Super-human fighting skills	2%	2%	4%	3%	6% **
Immortality	9%	11%	8%	10%	13% **
Other	1%	1%	3%	2%	- **
Don't know	5%	4%	3%	4%	7% **
Not applicable – I wouldn't want to have any super power	11%	18% AAAB	2%	3%	- **

Cell Contents (Col