



Avengers: Endgame
Fieldwork Dates: 19th - 20th March 2019

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 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 1209 adults. Fieldwork was undertaken between 19th - 20th March 2019. 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
Avengers: Endgame

US_nat_internal Sample: 19th - 20th 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
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

BYE_Q1. As you may or may not have heard, Marvel Studios is releasing a new movie, Avengers: Endgame, in theaters on April 26th, 2019. When, if ever, do you plan on watching Avengers: Endgame? Please select the option that best applies.

Unweighted base	1206	551	655	22	391	304	418	71	-	-	226	275	456	249	839
Base: All US Adults	1206	587	619	28	388	289	424	78	-	-	214	254	454	284	809
I plan to watch it during its first week in theaters	15%	17%	13%	27%	24%	20%	6%	-	-	18%	13%	13%	17%	13%	
I plan to watch it in theaters, but not in the first week	15%	17%	13%	30%	19%	16%	10%	4%	-	12%	11%	19%	13%	12%	
I plan to watch it, but not in theaters	22%	24%	19%	9%	21%	25%	22%	16%	-	24%	20%	21%	23%	22%	
I never plan to watch it	37%	30%	43%	13%	23%	29%	50%	70%	-	37%	43%	34%	35%	44%	
Don't know	12%	12%	11%	22%	13%	10%	11%	10%	-	9%	13%	11%	12%	10%	
Net: Plan to watch	52%	58%	45%	65%	64%	61%	39%	20%	-	54%	43%	54%	53%	46%	

BYE_Q2m. Which, if any, of the following factors contribute to your interest in seeing Avengers: Endgame? Please select all that apply.

Unweighted base	619	320	299	14	247	183	161	14	-	-	121	122	249	127	393
Base: US Adults that plan to watch Avengers: Endgame	622	342	281	18	249	175	165	15	-	-	116	110	246	151	376
I am a fan of Marvel movies in general	58%	58%	58%	49%	60%	60%	55%	43%	-	53%	60%	56%	63%	58%	
I am a fan of superhero movies in general	44%	47%	40%	25%	41%	49%	47%	21%	-	42%	46%	44%	44%	48%	
It looks like a good movie from the trailers	37%	36%	38%	59%	39%	41%	28%	44%	-	38%	38%	39%	33%	39%	
I'm a fan of one or more of the cast members	21%	18%	24%	41%	25%	23%	11%	-	-	19%	22%	20%	23%	25%	
The number of minority cast members	10%	8%	12%	6%	12%	10%	8%	-	-	10%	8%	13%	7%	8%	
The number of female cast members	11%	8%	14%	5%	15%	11%	6%	-	-	12%	10%	12%	7%	11%	
Other	4%	2%	6%	-	2%	2%	8%	7%	-	5%	4%	4%	3%	6%	

BYE_Q3. Which, if any, of the following characters are you interested in seeing in Avengers: Endgame? Please select all that apply.

Unweighted base	619	320	299	14	247	183	161	14	-	-	121	122	249	127	393
Base: US Adults that plan to watch Avengers: Endgame	622	342	281	18	249	175	165	15	-	-	116	110	246	151	376
Mantis	16%	16%	16%	27%	17%	20%	11%	-	-	16%	22%	11%	20%	16%	
Ant-Man	36%	37%	36%	61%	37%	33%	36%	27%	-	38%	36%	35%	38%	36%	
The Wasp	24%	27%	21%	20%	26%	25%	21%	20%	-	27%	24%	22%	26%	25%	
Groot	36%	34%	37%	52%	36%	42%	30%	14%	-	28%	42%	35%	39%	39%	
Black Widow	35%	38%	31%	52%	34%	37%	33%	21%	-	39%	36%	31%	36%	34%	
Thanos	26%	30%	20%	56%	31%	31%	11%	-	-	26%	30%	24%	26%	26%	
War Machine	15%	19%	10%	11%	18%	18%	8%	-	-	13%	24%	11%	16%	16%	

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Avengers: Endgame

US_nat_internal Sample: 19th - 20th 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
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

BYE_Q1. As you may or may not have heard, Marvel Studios is releasing a new movie, Avengers: Endgame, in theaters on April 26th, 2019. When, if ever, do you plan on watching Avengers: Endgame? Please select the option that best applies.

Unweighted base	1206	141	156	70	435	414	231	126	593	23	120	49	354	67	329
Base: All US Adults	1206	142	188	67	487	374	219	125	582	31	118	53	354	68	327
I plan to watch it during its first week in theaters	15%	19%	24%	11%	14%	13%	16%	24%	17%	42%	8%	5%	15%	12%	30%
			N.Q	*				R.S	X.Y	**		*		*	AC
I plan to watch it in theaters, but not in the first week	15%	21%	18%	26%	13%	16%	16%	14%	13%	13%	13%	14%	18%	14%	19%
		N		N*					**			*		*	AC
I plan to watch it, but not in theaters	22%	19%	23%	25%	20%	23%	27%	16%	21%	19%	28%	17%	22%	20%	24%
			*	*			U		**	**		*		*	
I never plan to watch it	37%	27%	19%	25%	37%	38%	34%	39%	38%	22%	38%	54%	34%	34%	19%
			*	*					**			V.Z.AA*		*	
Don't know	12%	15%	16%	12%	16%	10%	8%	7%	11%	4%	12%	11%	12%	20%	8%
			*	S.T.U					**	**		*		V*	
Net: Plan to watch	52%	58%	65%	63%	47%	53%	58%	54%	51%	74%	49%	36%	54%	46%	73%
		N	N	N*			R		Y	**		*	Y	*	AC

BYE_Q2m. Which, if any, of the following factors contribute to your interest in seeing Avengers: Endgame? Please select all that apply.

Unweighted base	619	84	98	44	193	219	136	71	308	14	58	17	192	30	234
Base: US Adults that plan to watch Avengers: Endgame	622	83	122	42	230	197	128	67	299	23	58	19	193	31	238
I am a fan of Marvel movies in general	58%	55%	62%	52%	58%	59%	59%	53%	56%	57%	62%	45%	60%	62%	55%
		*	*	*				*	**	**	*	**	**	**	**
I am a fan of superhero movies in general	44%	49%	31%	37%	37%	54%	45%	35%	44%	21%	38%	49%	46%	48%	39%
		P*	*	*		R.U		*	**	**	*	**	**	**	**
It looks like a good movie from the trailers	37%	41%	32%	33%	34%	40%	38%	40%	36%	28%	27%	26%	47%	22%	35%
		*	*	*				*	**	**	*	**	V.X	**	**
I'm a fan of one or more of the cast members	21%	16%	13%	10%	16%	22%	26%	24%	18%	21%	21%	10%	27%	15%	21%
		*	*	*			R	*	**	**	*	**	V	**	**
The number of minority cast members	10%	14%	11%	11%	8%	10%	11%	18%	9%	-	13%	6%	11%	11%	10%
		*	*	*			R*	*	**	**	*	**	**	**	**
The number of female cast members	11%	14%	9%	6%	8%	9%	11%	23%	12%	-	10%	11%	11%	7%	13%
		*	*	*			R.S.T*	*	**	**	*	**	**	**	**
Other	4%	1%	1%	2%	3%	4%	4%	4%	3%	-	7%	-	3%	12%	3%
		*	*	*			*	*	**	**	*	**	**	**	**

BYE_Q3. Which, if any, of the following characters are you interested in seeing in Avengers: Endgame? Please select all that apply.

Unweighted base	619	84	98	44	193	219	136	71	308	14	58	17	192	30	234
Base: US Adults that plan to watch Avengers: Endgame	622	83	122	42	230	197	128	67	299	23	58	19	193	31	238
Mantis	16%	12%	19%	11%	15%	19%	15%	12%	14%	11%	25%	8%	18%	14%	15%
		*	*	*			*	*	**	**	V*	**	**	**	**
Ant-Man	36%	30%	41%	38%	37%	37%	35%	35%	36%	47%	40%	30%	37%	25%	37%
		*	*	*			*	*	**	**	*	**	**	**	**
The Wasp	24%	20%	26%	26%	24%	25%	25%	22%	24%	11%	22%	29%	27%	29%	23%
		*	*	*			*	*	**	**	*	**	**	**	**
Groot	36%	29%	32%	32%	27%	44%	37%	38%	35%	20%	39%	19%	39%	34%	32%
		*	*	*		R	*	*	**	**	*	**	**	**	**
Black Widow	35%	35%	38%	29%	33%	35%	38%	31%	34%	38%	42%	24%	35%	32%	33%
		*	*	*			*	*	**	**	*	**	**	**	**
Thanos	26%	26%	26%	21%	23%	27%	30%	22%	23%	7%	27%	3%	32%	35%	29%
		*	*	*			*	*	**	**	*	**	V	**	**
War Machine	15%	19%	15%	4%	17%	15%	13%	11%	12%	20%	17%	3%	19%	20%	14%

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Avengers: Endgame

US_nat_internal Sample: 19th - 20th March 2019



Total	r the age of 18		Income				Type of Area Lived in				Plan to watch
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Plan to watch
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

BYE_Q1. As you may or may not have heard, Marvel Studios is releasing a new movie, Avengers: Endgame, in theaters on April 26th, 2019. When, if ever, do you plan on watching Avengers: Endgame? Please select the option that best applies.

Unweighted base	1206	877	309	202	369	186	140	377	598	223	8	619
Base: All US Adults	1206	880	318	197	366	184	142	380	600	219	8	622
I plan to watch it during its first week in theaters	15%	10%	15%	11%	15%	25%	7%	22%	14%	8%	-	30%
I plan to watch it in theaters, but not in the first week	15%	13%	11%	16%	17%	12%	18%	18%	15%	9%	10%	28%
I plan to watch it, but not in theaters	22%	21%	25%	22%	25%	19%	9%	21%	22%	23%	27%	42%
I never plan to watch it	37%	44%	36%	41%	33%	35%	46%	27%	40%	45%	52%	-
Don't know	12%	13%	13%	10%	10%	8%	20%	12%	10%	15%	11%	-
Net: Plan to watch	52%	44%	51%	49%	58%	57%	34%	61%	50%	40%	38%	100%

BYE_Q2m. Which, if any, of the following factors contribute to your interest in seeing Avengers: Endgame? Please select all that apply.

Unweighted base	619	385	155	99	212	105	48	227	293	96	3	619
Base: US Adults that plan to watch Avengers: Endgame	622	384	163	96	211	105	48	233	298	88	3	622
I am a fan of Marvel movies in general	58%	60%	58%	57%	57%	56%	65%	56%	60%	53%	28%	58%
I am a fan of superhero movies in general	44%	47%	45%	45%	42%	46%	39%	44%	43%	44%	100%	44%
It looks like a good movie from the trailers	37%	39%	37%	35%	36%	37%	52%	35%	40%	36%	28%	37%
I'm a fan of one or more of the cast members	21%	20%	22%	25%	15%	26%	24%	21%	22%	16%	28%	21%
The number of minority cast members	10%	10%	8%	11%	9%	15%	10%	15%	7%	8%	-	10%
The number of female cast members	11%	9%	7%	11%	10%	16%	11%	16%	8%	5%	-	11%
Other	4%	4%	3%	6%	4%	3%	2%	1%	5%	8%	28%	4%

BYE_Q3. Which, if any, of the following characters are you interested in seeing in Avengers: Endgame? Please select all that apply.

Unweighted base	619	385	155	99	212	105	48	227	293	96	3	619
Base: US Adults that plan to watch Avengers: Endgame	622	384	163	96	211	105	48	233	298	88	3	622
Mantis	16%	17%	16%	17%	15%	16%	19%	15%	16%	18%	28%	16%
Ant-Man	36%	36%	35%	34%	35%	38%	47%	30%	39%	42%	28%	36%
The Wasp	24%	25%	26%	26%	22%	24%	30%	21%	27%	25%	28%	24%
Groot	36%	38%	30%	35%	36%	39%	44%	31%	38%	40%	28%	36%
Black Widow	35%	36%	31%	41%	31%	42%	34%	33%	37%	32%	28%	35%
Thanos	26%	24%	20%	20%	26%	38%	26%	27%	25%	23%	28%	26%
War Machine	15%	16%	17%	9%	12%	21%	24%	14%	15%	17%	28%	15%

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Avengers: Endgame

US_nat_internal Sample: 19th - 20th 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
		B		**	F	F		**	**	**		J.L		*	Q
Rocket	25%	28%	21%	37%	30%	28%	15%	7%	-	-	25%	33%	21%	26%	28%
				**	F	F		**	**	**		L		*	
Shuri	13%	12%	14%	26%	18%	12%	6%	-	-	-	11%	20%	11%	11%	13%
				**	F			**	**	**		L		*	
Winter Soldier/Bucky	22%	25%	17%	30%	26%	22%	14%	-	-	-	22%	25%	18%	24%	20%
		B		**	F			**	**	**				*	
Captain America	59%	60%	57%	76%	57%	62%	57%	56%	-	-	58%	60%	59%	58%	62%
				**				**	**	**				*	O,Q
Nebula	18%	19%	17%	26%	22%	22%	8%	7%	-	-	15%	23%	18%	18%	17%
				**	F	F		**	**	**				*	
Spider-man	50%	52%	49%	56%	50%	57%	47%	22%	-	-	54%	46%	52%	47%	52%
				**				**	**	**				*	
Black Panther	44%	43%	46%	61%	43%	45%	45%	27%	-	-	39%	44%	52%	36%	39%
				**				**	**	**			J.M	*	
Drax	19%	20%	18%	27%	25%	22%	8%	-	-	-	18%	25%	15%	22%	20%
				**	F	F		**	**	**		L		*	
Iron Man	58%	59%	58%	61%	56%	60%	63%	35%	-	-	55%	60%	56%	65%	58%
				**				**	**	**				*	
Wong	11%	13%	9%	16%	15%	11%	6%	-	-	-	12%	15%	10%	10%	11%
				**	F			**	**	**				*	
Scarlet Witch	26%	25%	26%	30%	31%	30%	15%	7%	-	-	24%	33%	25%	22%	25%
				**	F	F		**	**	**				*	
Bruce Banner/Hulk	45%	50%	39%	51%	40%	48%	50%	14%	-	-	41%	47%	44%	47%	43%
		B		**				**	**	**				*	
Thor	57%	57%	56%	80%	56%	59%	55%	49%	-	-	51%	60%	55%	62%	57%
				**				**	**	**				*	
Captain Marvel	43%	44%	42%	44%	41%	49%	39%	48%	-	-	41%	43%	45%	41%	45%
				**				**	**	**				*	
Hawkeye	26%	28%	23%	56%	32%	23%	19%	-	-	-	27%	25%	23%	31%	26%
				**	F			**	**	**				*	
Dr. Strange	39%	40%	38%	40%	42%	40%	37%	13%	-	-	33%	39%	38%	47%	36%
				**				**	**	**				*	
Okoye	13%	12%	13%	5%	17%	14%	7%	7%	-	-	11%	15%	13%	12%	12%
				**	F	F		**	**	**				*	
M'Baku	11%	12%	11%	-	16%	10%	8%	-	-	-	10%	16%	9%	13%	10%
				**	F			**	**	**				*	
Vision	18%	19%	16%	40%	20%	23%	8%	-	-	-	21%	19%	15%	19%	18%
				**	F	F		**	**	**				*	
Gamora	22%	22%	23%	36%	26%	31%	9%	-	-	-	23%	25%	21%	22%	22%
				**	F	F		**	**	**				*	
Falcon	18%	18%	18%	42%	19%	19%	13%	13%	-	-	15%	22%	17%	19%	18%
				**				**	**	**				*	
None of these	8%	9%	7%	11%	6%	6%	11%	30%	-	-	8%	9%	7%	9%	11%
				**				**	**	**				*	O

BYE_Q4. And which, if any, of the following superheroes contributes MOST to your interest in watching Avengers: Endgame? Please select only one.

Unweighted base	619	320	299	14	247	183	161	14	-	-	121	122	249	127	393
Base: US Adults that plan to watch Avengers: Endgame	622	342	281	18	249	175	165	15	-	-	116	110	246	151	376
Mantis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				**				**	**	**				*	
Ant-Man	3%	2%	3%	-	3%	1%	5%	-	-	-	2%	5%	2%	3%	2%
				**				**	**	**				*	
The Wasp	1%	1%	1%	-	2%	1%	-	-	-	-	1%	-	1%	1%	1%
				**				**	**	**				*	

YouGov Omnibus
Avengers: Endgame

US_nat_internal Sample: 19th - 20th 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
		Q*	*	*				*	**	*	**		**		
Rocket	25%	17%	23%	24%	20%	31%	25%	26%	25%	8%	23%	8%	28%	32%	25%
		*	*	*		R	*	*	**	*	**	**	**	**	
Shuri	13%	13%	11%	15%	10%	16%	16%	8%	10%	3%	12%	8%	19%	13%	14%
		*	*	*			*	*	**	*	*	V	**	**	
Winter Soldier/Bucky	22%	23%	25%	16%	24%	20%	21%	20%	19%	21%	32%	9%	22%	33%	25%
		*	*	*			*	*	**	V*	**	**	**	**	
Captain America	59%	50%	58%	46%	54%	61%	65%	55%	56%	46%	70%	72%	59%	64%	56%
		*	*	*			*	*	**	*	**	**	**	**	
Nebula	18%	17%	22%	18%	16%	20%	20%	16%	19%	11%	9%	8%	21%	20%	22%
		*	*	*			*	*	**	**	**	**	**	**	
Spider-man	50%	41%	51%	54%	47%	55%	52%	44%	50%	29%	56%	40%	53%	51%	51%
		*	*	*			*	*	**	*	*	**	**	**	
Black Panther	44%	67%	45%	41%	38%	49%	49%	43%	39%	21%	56%	45%	50%	50%	41%
		N.P.Q*	*	*		R	*	*	**	V*	**	V	**	**	
Drax	19%	14%	21%	21%	17%	24%	17%	15%	17%	7%	22%	3%	24%	23%	20%
		*	*	*			*	*	**	*	**	**	**	**	
Iron Man	58%	57%	63%	51%	57%	58%	65%	51%	56%	70%	75%	45%	59%	48%	60%
		*	*	*			*	*	**	V.Z*	**	**	**	**	
Wong	11%	12%	11%	12%	10%	12%	13%	10%	9%	3%	6%	11%	17%	15%	12%
		*	*	*			*	*	**	*	**	V	**	**	
Scarlet Witch	26%	22%	30%	24%	24%	28%	28%	18%	23%	16%	32%	8%	28%	43%	26%
		*	*	*			*	*	**	*	**	**	**	**	
Bruce Banner/Hulk	45%	51%	49%	33%	44%	46%	49%	35%	42%	66%	56%	40%	42%	47%	44%
		*	*	*			*	*	**	*	**	**	**	**	
Thor	57%	50%	64%	47%	59%	61%	53%	45%	51%	82%	65%	50%	59%	67%	56%
		*	*	*		U	*	*	**	*	**	**	**	**	
Captain Marvel	43%	37%	44%	31%	38%	47%	48%	39%	42%	30%	53%	55%	42%	38%	43%
		*	*	*			*	*	**	**	**	**	**	**	
Hawkeye	26%	27%	27%	23%	29%	25%	26%	17%	24%	20%	25%	14%	32%	28%	27%
		*	*	*			*	*	**	*	**	V	**	**	
Dr. Strange	39%	37%	49%	46%	38%	41%	40%	38%	33%	53%	44%	50%	44%	48%	38%
		*	*	*			*	*	**	**	*	V	**	**	
Okoye	13%	22%	11%	7%	9%	18%	10%	15%	10%	3%	16%	8%	16%	18%	13%
		N.Q*	*	*		R.T	*	*	**	*	**	**	**	**	
M'Baku	11%	16%	10%	14%	8%	14%	13%	12%	10%	3%	13%	19%	13%	16%	10%
		*	*	*			*	*	**	*	**	**	**	**	
Vision	18%	17%	19%	14%	14%	20%	23%	15%	16%	7%	13%	3%	23%	32%	19%
		*	*	*			*	*	**	*	**	**	**	**	
Gamora	22%	15%	28%	21%	18%	25%	27%	22%	21%	7%	20%	3%	28%	26%	22%
		*	*	*			*	*	**	*	**	**	**	**	
Falcon	18%	25%	16%	18%	18%	21%	20%	9%	17%	7%	15%	9%	22%	29%	16%
		*	*	*		U	*	*	**	**	*	**	**	**	
None of these	8%	3%	5%	7%	9%	7%	8%	8%	8%	9%	5%	-	8%	18%	6%
		*	*	*			*	*	**	*	**	**	**	**	

BYE_Q4. And which, if any, of the following superheroes contributes MOST to your interest in watching Avengers: Endgame? Please select only one.

Unweighted base	619	84	98	44	193	219	136	71	308	14	58	17	192	30	234
Base: US Adults that plan to watch Avengers: Endgame	622	83	122	42	230	197	128	67	299	23	58	19	193	31	238
Mantis	-	-	-	-	-	-	-	-	-	**	*	**	-	**	-
Ant-Man	3%	1%	3%	4%	2%	3%	1%	6%	4%	-	5%	-	1%	-	2%
		*	*	*			*	T*	**	**	*	**	**	**	**
The Wasp	1%	-	1%	2%	1%	0%	1%	-	0%	-	-	5%	1%	-	-
		*	*	*			*	*	**	**	*	**	**	**	**

YouGov Omnibus
Avengers: Endgame

US_nat_internal Sample: 19th - 20th March 2019



	Total	r the age of 18						Income				Type of Area Lived in				Plan to watch
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Plan to watch				
				*		AE,AF*	AE,AF*			*	**					
Rocket	25%	25%	23%	23%	24%	33%	25%	25%	23%	30%	28%	25%				
Shuri	13%	12%	10%	13%	12%	17%	17%	11%	14%	11%	28%	13%				
Winter Soldier/Bucky	22%	19%	17%	21%	22%	23%	30%	23%	20%	22%	28%	22%				
Captain America	59%	60%	54%	56%	60%	65%	61%	57%	60%	60%	28%	59%				
Nebula	18%	16%	18%	23%	16%	18%	19%	21%	16%	17%	28%	18%				
Spider-man	50%	50%	48%	50%	50%	54%	51%	49%	50%	55%	28%	50%				
Black Panther	44%	46%	43%	35%	45%	45%	62%	43%	46%	42%	28%	44%				
Drax	19%	19%	18%	19%	20%	18%	23%	18%	19%	25%	28%	19%				
Iron Man	58%	57%	61%	54%	57%	58%	64%	56%	60%	59%	28%	58%				
Wong	11%	10%	11%	8%	11%	13%	17%	10%	12%	11%	28%	11%				
Scarlet Witch	26%	25%	23%	26%	25%	26%	34%	26%	26%	21%	28%	26%				
Bruce Banner/Hulk	45%	45%	43%	45%	41%	50%	56%	40%	47%	50%	28%	45%				
Thor	57%	57%	60%	57%	56%	54%	59%	55%	59%	54%	60%	57%				
Captain Marvel	43%	43%	43%	44%	41%	45%	42%	40%	46%	41%	60%	43%				
Hawkeye	26%	26%	26%	26%	24%	25%	39%	24%	26%	30%	28%	26%				
Dr. Strange	39%	40%	45%	39%	32%	38%	55%	42%	40%	31%	28%	39%				
Okoye	13%	12%	12%	11%	12%	15%	15%	12%	14%	10%	28%	13%				
M'Baku	11%	12%	12%	8%	10%	16%	13%	11%	12%	9%	28%	11%				
Vision	18%	17%	13%	20%	15%	25%	26%	17%	18%	17%	28%	18%				
Gamora	22%	23%	20%	26%	21%	25%	27%	20%	24%	25%	28%	22%				
Falcon	18%	20%	22%	17%	11%	23%	28%	16%	18%	24%	28%	18%				
None of these	8%	10%	5%	12%	9%	8%	7%	5%	10%	9%	40%	8%				

BYE_Q4. And which, if any, of the following superheroes contributes MOST to your interest in watching Avengers: Endgame? Please select only one.

	Unweighted base	619	385	155	99	212	105	48	227	293	96	3	619
Base: US Adults that plan to watch Avengers: Endgame		622	384	163	96	211	105	48	233	298	88	3	622
Mantis		-	-	-	-	-	-	-	-	-	-	**	-
Ant-Man		3%	3%	2%	4%	2%	5%	2%	3%	3%	1%	**	3%
The Wasp		1%	1%	-	2%	1%	-	2%	1%	1%	-	-	1%

YouGov Omnibus
Avengers: Endgame

US_nat_internal Sample: 19th - 20th 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
Groot	3%	2%	4%	-	2%	3%	4%	7%	-	-	1%	2%	4%	3%	4%
				**				**	**	**				*	
Black Widow	3%	3%	3%	5%	3%	2%	4%	8%	-	-	4%	3%	2%	4%	3%
				**				**	**	**				*	
Thanos	3%	5%	1%	11%	3%	5%	-	-	-	2%	2%	3%	5%	3%	
		B		**		F		**	**	**			*		
War Machine	0%	1%	-	-	0%	1%	-	-	-	1%	1%	0%	-	0%	
				**				**	**	**			*		
Rocket	2%	2%	1%	-	1%	3%	1%	-	-	4%	1%	1%	1%	2%	
				**				**	**	**			*		
Shuri	0%	-	1%	-	0%	1%	-	-	-	1%	-	1%	-	1%	
				**				**	**	**			*		
Winter Soldier/Bucky	1%	1%	-	-	1%	-	-	-	-	-	-	1%	1%	1%	
				**				**	**	**			*		
Captain America	11%	11%	11%	4%	10%	10%	14%	20%	-	10%	11%	12%	10%	13%	
				**				**	**	**			*	Q	
Nebula	1%	2%	0%	-	2%	1%	-	-	-	2%	-	1%	1%	1%	
				**				**	**	**			*		
Spider-man	6%	3%	9%	11%	5%	8%	5%	-	-	6%	7%	7%	3%	6%	
			A	**				**	**	**			*		
Black Panther	8%	5%	12%	5%	7%	7%	12%	-	-	8%	12%	9%	4%	4%	
			A	**				**	**	**	M		*		
Drax	1%	1%	1%	-	2%	1%	-	-	-	1%	-	1%	2%	0%	
				**				**	**	**			*		
Iron Man	14%	17%	11%	20%	12%	15%	16%	-	-	12%	18%	11%	17%	16%	
		B		**				**	**	**			*	O	
Wong	0%	1%	-	-	1%	-	-	-	-	-	-	1%	-	-	
				**				**	**	**			*		
Scarlet Witch	1%	1%	2%	5%	1%	2%	1%	-	-	2%	-	1%	1%	1%	
				**				**	**	**			*		
Bruce Banner/Hulk	4%	5%	3%	-	3%	4%	6%	-	-	3%	6%	4%	4%	3%	
				**				**	**	**			*		
Thor	11%	8%	14%	9%	12%	10%	9%	8%	-	13%	5%	8%	17%	9%	
			A	**				**	**	**	K		KL*		
Captain Marvel	7%	7%	6%	4%	9%	7%	1%	21%	-	6%	9%	7%	4%	7%	
				**	F	F		**	**	**			*		
Hawkeye	2%	2%	1%	15%	3%	-	-	-	-	3%	2%	1%	-	3%	
				**	E,F			**	**	**	M		*		
Dr. Strange	4%	5%	2%	-	4%	4%	4%	-	-	3%	2%	5%	4%	4%	
				**				**	**	**			*		
Okoye	1%	0%	1%	-	0%	1%	0%	-	-	-	-	1%	1%	0%	
				**				**	**	**			*		
M'Baku	1%	1%	0%	-	1%	1%	-	-	-	-	-	1%	1%	1%	
				**				**	**	**			*		
Vision	0%	1%	-	-	-	1%	1%	-	-	1%	-	1%	-	0%	
				**				**	**	**			*		
Gamora	0%	-	0%	-	0%	-	-	-	-	-	-	0%	-	0%	
				**				**	**	**			*		
Falcon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
				**				**	**	**			*		
None of these	14%	15%	13%	11%	12%	10%	18%	37%	-	13%	14%	14%	14%	16%	
				**			E	**	**	**			*	P	

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.
 BYE_Q5_1. Superhero movies don't tend to be very diverse

Unweighted base	1206	551	655	22	391	304	418	71	-	-	226	275	456	249	839
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YouGov Omnibus
Avengers: Endgame

US_nat_internal Sample: 19th - 20th 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
Groot	3%	1% *	1% *	5% *	3%	3%	2%	4%	4%	- **	6% Z*	- **	1%	3% **	2%
Black Widow	3%	4% *	3% *	2% *	4%	1%	4%	3%	3%	4% **	5% *	5% **	2%	3% **	2%
Thanos	3%	4% *	2% *	2% *	4%	4%	1%	1%	2%	- **	5% *	- **	4%	15% **	4%
War Machine	0%	- *	1% *	- *	-	1%	1%	-	1%	- **	- *	- **	1%	- **	0%
Rocket	2%	- *	- *	4% P*	2%	1%	1%	4%	2%	- **	- *	- **	1%	3% **	2%
Shuri	0%	1% *	- *	- *	0%	-	1%	2%	1%	- **	- *	- **	0%	- **	1%
Winter Soldier/Bucky	1%	1% *	- *	- *	1%	1%	-	-	1%	- **	- *	- **	1%	- **	1%
Captain America	11%	7% *	11% *	2% *	11%	10%	12%	12%	11%	26% **	14% *	22% **	9%	3% **	14%
Nebula	1%	3% *	- *	- *	2%	-	-	4%	2%	- **	- *	- **	-	- **	2%
Spider-man	6%	4% *	5% *	13% *	5%	7%	7%	2%	7%	4% **	3% *	- **	4%	11% **	8%
Black Panther	8%	30% N.P.Q*	6% *	9% *	7%	9%	9%	9%	6%	- **	16% V*	9% **	9%	8% **	5%
Drax	1%	- *	3% *	2% *	1%	2%	1%	-	1%	- **	- *	- **	1%	- **	1%
Iron Man	14%	7% *	14% *	9% *	12%	15%	15%	13%	16%	5% **	14% *	4% **	14%	7% **	14%
Wong	0%	3% N*	- *	- *	1%	-	-	-	-	- **	- *	8% **	-	5% **	1%
Scarlet Witch	1%	- *	5% N*	- *	2%	1%	1%	-	1%	- **	- *	- **	1%	9% **	2%
Bruce Banner/Hulk	4%	8% N*	7% *	2% *	4%	7%	3%	-	3%	9% **	6% *	10% **	4%	3% **	3%
Thor	11%	4% *	21% N.O*	9% *	13%	8%	12%	7%	9%	40% **	4% *	5% **	13%	6% **	15% AC
Captain Marvel	7%	4% *	8% *	4% *	2%	9% R	12% R	4% *	6%	4% **	5% *	5% **	9%	- **	5%
Hawkeye	2%	- *	- *	- *	2%	2%	-	3% T*	2%	- **	- *	- **	3%	- **	2%
Dr. Strange	4%	4% *	3% *	4% *	4%	2%	4%	8% S*	4%	- **	2% *	15% **	4%	3% **	3%
Okoye	1%	2% *	- *	2% *	-	1%	1%	1%	1%	- **	- *	- **	1%	- **	1%
M'Baku	1%	1% *	- *	2% *	1%	0%	1%	-	1%	- **	- *	6% **	-	3% **	-
Vision	0%	2% *	- *	- *	1%	-	-	-	1%	- **	- *	- **	1%	- **	-
Gamora	0%	- *	- *	- *	0%	-	-	-	-	- **	1% *	- **	-	- **	0%
Falcon	-	- *	- *	- *	-	-	-	-	-	- **	- *	- **	-	- **	-
None of these	14%	9% *	7% *	22% P*	15%	14%	11%	16% *	13%	9% **	16% *	5% **	15%	18% **	10%

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.
 BYE_Q5_1. Superhero movies don't tend to be very diverse

Unweighted base	1206	141	156	70	435	414	231	126	593	23	120	49	354	67	329
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YouGov Omnibus
Avengers: Endgame

US_nat_internal Sample: 19th - 20th March 2019



	Total	r the age of 18		Income			Type of Area Lived in				Plan to watch	
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Plan to watch
Groot	3%	3%	2%	4%	3%	3%	2%	3%	3%	1%	-	3%
Black Widow	3%	4%	1%	3%	3%	3%	9%	3%	3%	1%	28%	3%
Thanos	3%	2%	-	5%	4%	6%	-	4%	3%	3%	-	3%
War Machine	0%	0%	-	-	0%	1%	2%	1%	0%	-	-	0%
Rocket	2%	1%	2%	1%	1%	3%	-	2%	1%	3%	-	2%
Shuri	0%	0%	1%	1%	-	1%	-	-	0%	2%	-	0%
Winter Soldier/Bucky	1%	0%	-	-	1%	1%	-	1%	-	-	-	1%
Captain America	11%	9%	14%	8%	12%	10%	3%	10%	12%	11%	-	11%
Nebula	1%	1%	1%	-	1%	3%	-	3%	-	1%	-	1%
Spider-man	6%	4%	4%	4%	8%	5%	6%	5%	7%	5%	-	6%
Black Panther	8%	10%	12%	7%	8%	5%	2%	8%	9%	5%	-	8%
Drax	1%	1%	1%	1%	0%	-	5%	1%	1%	2%	-	1%
Iron Man	14%	14%	12%	20%	11%	13%	20%	13%	13%	18%	-	14%
Wong	0%	-	-	-	1%	1%	-	1%	-	-	-	0%
Scarlet Witch	1%	1%	2%	-	2%	-	2%	2%	1%	-	-	1%
Bruce Banner/Hulk	4%	5%	6%	6%	2%	2%	8%	6%	2%	6%	-	4%
Thor	11%	8%	15%	4%	12%	9%	8%	8%	12%	13%	33%	11%
Captain Marvel	7%	7%	5%	6%	6%	8%	11%	5%	8%	5%	-	7%
Hawkeye	2%	2%	2%	1%	1%	3%	-	3%	1%	1%	-	2%
Dr. Strange	4%	4%	3%	1%	5%	5%	4%	5%	3%	5%	-	4%
Okoye	1%	0%	-	2%	-	2%	-	1%	-	-	-	1%
M'Baku	1%	1%	1%	2%	-	-	2%	0%	1%	-	-	1%
Vision	0%	1%	-	-	-	3%	-	1%	-	-	-	0%
Gamora	0%	-	1%	-	-	-	-	-	0%	-	-	0%
Falcon	-	-	-	-	-	-	-	-	-	-	-	-
None of these	14%	16%	13%	19%	14%	9%	13%	10%	16%	17%	40%	14%

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.
 BYE_Q5_1. Superhero movies don't tend to be very diverse

Unweighted base	1206	877	309	202	369	186	140	377	598	223	8	619
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YouGov Omnibus
Avengers: Endgame

US_nat_internal Sample: 19th - 20th 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
Base: All US Adults	1206	587	619	28	388	289	424	78	-	-	214	254	454	284	809
Strongly agree	12%	12%	11%	10% **	16% F	11%	9%	10% *	- **	- **	17% KL	9%	11%	11%	13%
Somewhat agree	17%	20% B	15%	21% **	21% E	14%	16%	20% *	- **	- **	15%	14%	19%	18%	17%
Neither agree nor disagree	44%	38%	48% A	28% **	33% E	44% D	53% D.E	46% D*	- **	- **	44% LM	52%	40%	41%	45%
Somewhat disagree	14%	15%	13%	15% **	15%	14%	14%	7% *	- **	- **	12%	13%	15%	15%	13%
Strongly disagree	14%	15%	12%	27% **	15% F	17% F	8%	17% F*	- **	- **	11%	12%	15%	15%	12%
Net: Agree	29%	32% B	26%	31% **	36% E.F	25%	25%	30% *	- **	- **	33% K	23%	31% K	29%	30% P
Net: Disagree	27%	30%	26%	42% **	31% F	31% F	22%	24% *	- **	- **	23% K	25%	29% K	30%	25%

BYE_Q5_2. I feel like I can relate to characters in superhero movies

Unweighted base	1206	551	655	22	391	304	418	71	-	-	226	275	456	249	839
Base: All US Adults	1206	587	619	28	388	289	424	78	-	-	214	254	454	284	809
Strongly agree	11%	14% B	8%	20% **	19% E.F.G	11% F.G	5%	1% *	- **	- **	12% K	7%	12% K	13% K	10%
Somewhat agree	13%	15%	11%	22% **	15% F.G	18% F.G	9%	4% *	- **	- **	15%	10%	14%	14%	11%
Neither agree nor disagree	33%	34%	32%	20% **	36%	34%	32%	26% *	- **	- **	33%	35%	31%	33%	30%
Somewhat disagree	13%	15%	12%	6% **	14%	12%	15%	11% *	- **	- **	12%	13%	14%	14%	14%
Strongly disagree	30%	23% A	36%	32% **	17%	25% D	39% D.E	58% D.E.F*	- **	- **	27%	35%	29%	27%	35% O.P.Q
Net: Agree	24%	29% B	20%	42% **	34% F.G	29% F.G	14%	5% *	- **	- **	27% K	16%	26% K	26% K	21%
Net: Disagree	43%	38% A	48%	38% **	30%	37% D.E	54% D.E	69% D.E.F*	- **	- **	40% K	48%	43% K	40% K	49% O.P.Q

BYE_Q5_3. I would watch more superhero movies if they were more diverse

Unweighted base	1206	551	655	22	391	304	418	71	-	-	226	275	456	249	839
Base: All US Adults	1206	587	619	28	388	289	424	78	-	-	214	254	454	284	809
Strongly agree	10%	12%	9%	13% **	15% F.G	13% F.G	5%	3% *	- **	- **	12%	8%	12%	9%	9%
Somewhat agree	12%	14%	10%	11% **	18% E.F.G	10%	9%	4% *	- **	- **	10%	10%	14%	12%	9%
Neither agree nor disagree	41%	39%	43%	45% **	43%	41%	40%	34% *	- **	- **	41%	46%	40%	39%	41%
Somewhat disagree	11%	11%	11%	7% **	8%	9%	15% D.E	11% *	- **	- **	8%	11%	11%	13%	11%
Strongly disagree	26%	24% D	27%	24% **	15% D	26% D	31% D	48% D.E.F*	- **	- **	29%	25%	23%	27%	30% O.P
Net: Agree	22%	28% B	19%	24% **	33% E.F.G	23% F.G	14%	7% *	- **	- **	22% K	18%	26% K	21%	17%
Net: Disagree	37%	35% A	38%	32% **	23% D	36% D	46% D.E	59% D.E.F*	- **	- **	37% K	37%	34% K	40%	41% O.P

BYE_Q6. Do you think that this is truly the last Avengers movie within the Marvel Cinematic Universe (MCU)?

Unweighted base	1206	551	655	22	391	304	418	71	-	-	226	275	456	249	839
Base: All US Adults	1206	587	619	28	388	289	424	78	-	-	214	254	454	284	809
I think this is the last Avengers movie within the MCU	8%	9%	6%	16%	13%	7%	3%	4%	-	-	9%	6%	8%	7%	7%

YouGov Omnibus
Avengers: Endgame

US_nat_internal Sample: 19th - 20th 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
Base: All US Adults	1206	142	188	67	487	374	219	125	582	31	118	53	354	68	327
Strongly agree	12%	12%	6%	17% P*	10%	13%	13%	16%	13%	3%	15%	9%	11%	8%	14%
Somewhat agree	17%	26% N.P.Q	13%	11% -	14%	19%	20%	22% R	14%	23% **	21%	22% -	20% V	13% -	16%
Neither agree nor disagree	44%	36%	41%	48% -	49% S.T	39%	36%	46% Z	47% **	39% **	39%	49% -	37% -	52% Z*	40%
Somewhat disagree	14%	13%	20%	11% +	15%	12%	17%	11%	13%	33% **	15%	9% -	15% -	7% -	14%
Strongly disagree	14%	12%	20% N	12% -	13% U	17% U	14% U	5%	12%	4% **	10%	11% -	16% -	20% -	16%
Net: Agree	29%	39% N.P	19%	29% -	23%	31% R	33% R	38% R	27%	25% **	36% AA	31% -	32% -	21% -	30%
Net: Disagree	27%	26%	39% N.O.Q	23% -	27% U	29% U	31% U	16%	26%	36% **	25%	21% -	32% -	27% -	30%

BYE_Q5_2. I feel like I can relate to characters in superhero movies

Unweighted base	1206	141	156	70	435	414	231	126	593	23	120	49	354	67	329
Base: All US Adults	1206	142	188	67	487	374	219	125	582	31	118	53	354	68	327
Strongly agree	11%	14%	15%	10% -	10%	10%	14%	13%	12%	10% **	6%	6% -	12%	14% -	20% AC
Somewhat agree	13%	18% N	17%	15% -	12%	14%	11%	19% T	12%	- **	16%	18% -	15%	11% -	17% AC
Neither agree nor disagree	33%	39%	39%	40% -	38% S.U	30%	30%	25%	33%	37% **	32%	26% -	32%	43% -	33%
Somewhat disagree	13%	11%	13%	14% -	12%	12%	16%	18%	13%	39% **	8%	7% -	16% X.AA	6% -	12%
Strongly disagree	30%	18%	16%	22% -	28%	34%	29%	25%	30%	14% **	39% Z	43% Z*	26% -	27% -	17%
Net: Agree	24%	32% N	32% N	25% -	22%	24%	25%	32% R	24%	10% **	21%	23% -	27% -	25% -	38% AC
Net: Disagree	43%	29%	29%	36% -	40%	46%	45%	43%	43%	53% **	47%	50% -	42% -	32% -	29%

BYE_Q5_3. I would watch more superhero movies if they were more diverse

Unweighted base	1206	141	156	70	435	414	231	126	593	23	120	49	354	67	329
Base: All US Adults	1206	142	188	67	487	374	219	125	582	31	118	53	354	68	327
Strongly agree	10%	16% N	12%	11% -	9%	10%	11%	17% R.S	11%	6% **	8%	6% -	11%	9% -	16% AC
Somewhat agree	12%	20% N	18% N	18% N*	11%	12%	14%	13% -	10%	15% **	15%	12% -	15% V	10% -	16% AC
Neither agree nor disagree	41%	44%	40%	37% -	44%	39%	40%	36%	39%	39% **	39%	39% -	45% -	44% -	42%
Somewhat disagree	11%	7%	15%	7% -	13%	10%	10%	9%	11%	33% **	13%	9% -	9% -	6% -	10%
Strongly disagree	26%	13%	15%	26% O*	24%	29%	24%	24% Z	28% Z	8% **	25%	34% Z*	21% -	31% -	17%
Net: Agree	22%	36% N	30% N	30% N*	19%	22%	25%	30% R	21%	20% **	23%	18% -	25% -	19% -	32% AC
Net: Disagree	37%	20%	30%	33% O*	37%	39%	34%	34% Z	39% Z	41% **	38%	43% -	30% -	37% -	26%

BYE_Q6. Do you think that this is truly the last Avengers movie within the Marvel Cinematic Universe (MCU)?

Unweighted base	1206	141	156	70	435	414	231	126	593	23	120	49	354	67	329
Base: All US Adults	1206	142	188	67	487	374	219	125	582	31	118	53	354	68	327
I think this is the last Avengers movie within the MCU	8%	10%	7%	10%	8%	8%	8%	5%	7%	3%	9%	4%	9%	6%	12%

YouGov Omnibus
Avengers: Endgame

US_nat_internal Sample: 19th - 20th March 2019



	Total	r the age of 18		Income			Type of Area Lived in				Plan to watch	
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Plan to watch
Base: All US Adults	1206	880	318	197	366	184	142	380	600	219	8	622
Strongly agree	12%	11%	9%	16%	13%	14%	8%	17%	9%	8%	26%	11%
Somewhat agree	17%	18%	17%	13%	17%	25%	14%	20%	17%	14%	27%	21%
Neither agree nor disagree	44%	45%	46%	42%	42%	40%	48%	37%	46%	50%	36%	34%
Somewhat disagree	14%	14%	15%	13%	15%	10%	15%	13%	15%	15%	10%	18%
Strongly disagree	14%	13%	13%	17%	13%	11%	14%	14%	14%	14%	10%	16%
Net: Agree	29%	29%	26%	28%	30%	38%	23%	37%	26%	22%	54%	32%
Net: Disagree	27%	26%	29%	30%	27%	22%	29%	26%	28%	28%	10%	34%

BYE_Q5_2. I feel like I can relate to characters in superhero movies

Unweighted base	1206	877	309	202	369	186	140	377	598	223	8	619
Base: All US Adults	1206	880	318	197	366	184	142	380	600	219	8	622
Strongly agree	11%	8%	10%	9%	11%	17%	6%	19%	8%	6%	-	19%
Somewhat agree	13%	11%	13%	12%	13%	15%	11%	16%	12%	10%	10%	20%
Neither agree nor disagree	33%	33%	37%	35%	29%	28%	38%	33%	31%	38%	24%	38%
Somewhat disagree	13%	14%	10%	13%	15%	18%	12%	8%	16%	15%	26%	12%
Strongly disagree	30%	34%	29%	31%	31%	23%	33%	25%	32%	31%	39%	11%
Net: Agree	24%	19%	24%	21%	25%	31%	17%	34%	21%	16%	10%	39%
Net: Disagree	43%	48%	39%	44%	46%	41%	44%	33%	48%	46%	66%	23%

BYE_Q5_3. I would watch more superhero movies if they were more diverse

Unweighted base	1206	877	309	202	369	186	140	377	598	223	8	619
Base: All US Adults	1206	880	318	197	366	184	142	380	600	219	8	622
Strongly agree	10%	8%	8%	14%	11%	13%	6%	20%	7%	3%	-	18%
Somewhat agree	12%	11%	14%	9%	12%	15%	6%	14%	12%	7%	27%	16%
Neither agree nor disagree	41%	41%	48%	41%	37%	39%	41%	40%	40%	46%	34%	44%
Somewhat disagree	11%	11%	12%	10%	12%	8%	10%	6%	12%	16%	14%	9%
Strongly disagree	26%	29%	19%	26%	28%	25%	36%	20%	29%	28%	24%	13%
Net: Agree	22%	19%	22%	23%	23%	28%	13%	34%	19%	11%	27%	34%
Net: Disagree	37%	40%	31%	37%	40%	33%	46%	26%	41%	43%	38%	22%

BYE_Q6. Do you think that this is truly the last Avengers movie within the Marvel Cinematic Universe (MCU)?

Unweighted base	1206	877	309	202	369	186	140	377	598	223	8	619
Base: All US Adults	1206	880	318	197	366	184	142	380	600	219	8	622
I think this is the last Avengers movie within the MCU	8%	6%	6%	5%	11%	11%	2%	13%	5%	5%	13%	11%

YouGov Omnibus
Avengers: Endgame

US_nat_internal Sample: 19th - 20th March 2019



	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		
	B		**	E.F.G	F		*	**	**						
I think there will be another Avengers movie within the MCU with the same team lineup	14%	16%	13%	14%	17%	20%	9%	7%	-	-	16%	8%	17%	14%	11%
			**	F.G	F.G		*	**	**	K		K	K		
I think there will be another Avengers movie within the MCU with BUT with a different team lineup	26%	29%	22%	42%	32%	30%	19%	10%	-	-	23%	26%	25%	26%	25%
	B		**	F.G	F.G		*	**	**						
Don't know	53%	46%	59%	28%	39%	43%	68%	79%	-	-	51%	60%	51%	50%	57%
		A	**				D.E	D.E*	**	**		LM			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, Minimum Base: 30 (**), Small Base: 100 (*)

YouGov Omnibus
Avengers: Endgame

US_nat_internal Sample: 19th - 20th March 2019



	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	
			*						**		*		*	AC	
I think there will be another Avengers movie within the MCU with the same team lineup	14%	23%	20%	12%	14%	15%	13%	14%	16%	11%	11%	14%	14%	12%	20%
	N	N	*							**	*		*	AC	
I think there will be another Avengers movie within the MCU with BUT with a different team lineup	26%	24%	31%	24%	26%	25%	30%	24%	39%	23%	7%	30%	32%	33%	
			*					Y	**	Y	*	V.Y	Y*	AC	
Don't know	53%	43%	42%	54%	51%	54%	51%	54%	47%	56%	75%	47%	49%	35%	
			*						**		V.X.Z.AA*		*		

Cell Contents (Col)

YouGov Omnibus
Avengers: Endgame

US_nat_internal Sample: 19th - 20th March 2019



	r the age of 18		Income				Type of Area Lived in				Plan to watch	
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Plan to watch	
				AD,AE,AH	AE,AH		AJ,AK			**		
I think there will be another Avengers movie within the MCU with the same team lineup	14%	12%	15%	17%	15%	12%	9%	16%	14%	12%	-	22%
			AH							**		
I think there will be another Avengers movie within the MCU with BUT with a different team lineup	26%	23%	26%	24%	28%	28%	19%	28%	25%	24%	24%	39%
			AH		AH					**		
Don't know	53%	59%	53%	54%	46%	49%	70%	44%	56%	60%	63%	27%
		AB				AD,AE,AF,AG		AI	AI	**		

Cell Contents (Col)