

List of Tables

1. Henry Cavill good superman 2
2. Best Superman actor 3

1. Henry Cavill good superman

Based on this and any other promotional material you have seen, do you predict that Henry Cavill, who plays Superman, will be a good Superman?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Very good (perhaps even the best)	25%	25%	25%	31%	25%	25%	20%	29%	23%	24%	25%	24%
Good, but not the best	34%	31%	37%	34%	39%	33%	28%	34%	33%	35%	34%	35%
Not very good	4%	4%	4%	5%	4%	4%	5%	4%	5%	4%	4%	5%
Not good at all	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%
Not sure	36%	38%	33%	30%	30%	38%	46%	33%	37%	36%	36%	35%
Totals (Unweighted N)	100% (1,000)	100% (474)	100% (526)	100% (184)	100% (288)	100% (364)	100% (162)	100% (320)	100% (442)	100% (238)	100% (899)	100% (101)

	Total	Race			Education				
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad
Very good (perhaps even the best)	25%	22%	26%	39%	25%	26%	24%	28%	19%
Good, but not the best	34%	36%	31%	27%	24%	32%	33%	38%	44%
Not very good	4%	4%	8%	1%	2%	5%	5%	4%	2%
Not good at all	1%	1%	2%	0%	—	1%	1%	0%	2%
Not sure	36%	37%	33%	33%	49%	36%	37%	29%	33%
Totals (Unweighted N)	100% (1,000)	100% (801)	100% (109)	100% (90)	100% (32)	100% (340)	100% (354)	100% (185)	100% (89)

2. Best Superman actor

Which actor do you think was the best Superman? (A) George Reeves (Adventures of Superman); (B) Christopher Reeve (Superman: The Movie, Superman II, Superman III, Superman IV); (C) Gerard Christopher (Superboy); (D) Dean Cain (Lois & Clark: The New Adventures of Superman); (E) Tom Welling (Smallville); (F) Brandon Routh (Superman Returns); (G) Don't know

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
A	8%	10%	6%	2%	3%	12%	15%	9%	6%	10%	8%	5%
B	53%	49%	57%	34%	62%	58%	54%	55%	50%	57%	55%	39%
C	1%	1%	1%	4%	0%	0%	—	0%	1%	2%	0%	6%
D	6%	7%	5%	6%	7%	7%	1%	7%	4%	8%	6%	6%
E	5%	7%	3%	9%	4%	3%	1%	5%	5%	3%	4%	9%
F	2%	3%	2%	4%	3%	1%	—	2%	2%	3%	2%	3%
G	25%	23%	27%	41%	20%	18%	28%	22%	33%	16%	25%	32%
Totals (Unweighted N)	100% (1,000)	100% (474)	100% (526)	100% (184)	100% (288)	100% (364)	100% (162)	100% (320)	100% (442)	100% (238)	100% (899)	100% (101)

	Total	Race			Education					
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	
A	8%	8%	14%	3%	7%	10%	6%	11%	5%	
B	53%	57%	50%	39%	29%	58%	50%	53%	63%	
C	1%	1%	—	4%	—	2%	1%	—	—	
D	6%	5%	4%	9%	22%	4%	6%	5%	5%	
E	5%	3%	3%	11%	4%	3%	6%	6%	3%	
F	2%	2%	3%	3%	—	3%	1%	2%	—	
G	25%	24%	26%	31%	38%	20%	31%	23%	24%	
Totals (Unweighted N)	100% (1,000)	100% (801)	100% (109)	100% (90)	100% (32)	100% (340)	100% (354)	100% (185)	100% (89)	