

1. Ever read a comic book

Have you ever read a comic book?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	65%	72%	60%	52%	53%	79%	76%	61%	68%	67%	71%	49%
No	34%	27%	39%	46%	45%	21%	23%	39%	30%	33%	28%	48%
Prefer not to say	1%	1%	1%	1%	2%	1%	1%	0%	2%	—	1%	2%
Totals (Unweighted N)	100% (997)	100% (443)	100% (554)	100% (112)	100% (305)	100% (390)	100% (190)	100% (340)	100% (440)	100% (217)	100% (918)	100% (79)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes	65%	68%	58%	55%	62%	58%	70%	75%	65%	45%	63%	71%	74%
No	34%	31%	41%	45%	37%	41%	30%	23%	34%	53%	34%	29%	26%
Prefer not to say	1%	1%	1%	—	1%	1%	1%	2%	1%	2%	3%	0%	—
Totals (Unweighted N)	100% (997)	100% (832)	100% (96)	100% (69)	100% (21)	100% (253)	100% (394)	100% (220)	100% (109)	100% (147)	100% (207)	100% (379)	100% (264)

2. Level of interest in reading comic books

How interested are you in reading comic books?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Very interested	12%	16%	9%	25%	13%	11%	2%	13%	15%	5%	11%	17%
Somewhat interested	24%	27%	20%	41%	27%	19%	14%	28%	24%	16%	22%	30%
Not very interested	30%	26%	34%	18%	38%	29%	32%	22%	32%	36%	29%	34%
Not interested at all	34%	31%	37%	15%	22%	41%	51%	37%	28%	42%	38%	19%
Prefer not to say	0%	—	0%	—	0%	0%	—	—	—	1%	0%	—
Totals (Unweighted N)	100% (715)	100% (348)	100% (367)	100% (66)	100% (187)	100% (314)	100% (148)	100% (238)	100% (328)	100% (149)	100% (677)	100% (38)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Very interested	12%	11%	23%	16%	36%	19%	7%	4%	16%	12%	3%	17%	12%
Somewhat interested	24%	22%	33%	29%	27%	22%	29%	22%	15%	31%	16%	25%	25%
Not very interested	30%	32%	24%	21%	22%	23%	34%	38%	22%	25%	43%	26%	28%
Not interested at all	34%	36%	19%	34%	15%	36%	30%	35%	47%	32%	38%	31%	36%
Prefer not to say	0%	0%	—	—	—	—	0%	—	—	—	—	0%	—
Totals (Unweighted N)	100% (715)	100% (606)	100% (63)	100% (46)	100% (13)	100% (173)	100% (280)	100% (176)	100% (73)	100% (89)	100% (141)	100% (277)	100% (208)