

1. Ever read a comic book

Have you ever read a comic book?

| | Gender | | | Age | | | | Party ID | | |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| Yes | 76% | 78% | 73% | 72% | 64% | 82% | 86% | 75% | 76% | 77% |
| No | 23% | 20% | 26% | 27% | 34% | 17% | 13% | 24% | 22% | 22% |
| Prefer not to say | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 0% | 2% | 1% |
| Totals (Unweighted N) | 100% (992) | 100% (480) | 100% (512) | 100% (187) | 100% (265) | 100% (377) | 100% (163) | 100% (325) | 100% (446) | 100% (221) |

| | Race | | | | Family Income | | | | Region | | | |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|
| | Total | White | Black | Hispanic | Under 40 | 40-80 | 80-100 | 100+ | Northeast | Midwest | South | West |
| Yes | 76% | 77% | 76% | 69% | 71% | 84% | 82% | 78% | 76% | 75% | 74% | 79% |
| No | 23% | 22% | 24% | 29% | 28% | 16% | 18% | 22% | 22% | 24% | 24% | 20% |
| Prefer not to say | 1% | 1% | — | 2% | 1% | 0% | — | — | 2% | 0% | 2% | 1% |
| Totals (Unweighted N) | 100% (992) | 100% (751) | 100% (110) | 100% (131) | 100% (399) | 100% (286) | 100% (47) | 100% (111) | 100% (179) | 100% (170) | 100% (379) | 100% (264) |

2. Level of interest in reading comic books
How interested are you in reading comic books?
Asked of those who have ever read a comic book

| | Gender | | | Age | | | | Party ID | | |
|---|--------|-------|--------|-------|-------|-------|-------|----------|-------------|------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| Never read a comic book or prefers not to say | 24% | 22% | 27% | 28% | 36% | 18% | 14% | 25% | 25% | 23% |
| Very interested | 8% | 10% | 6% | 19% | 11% | 4% | 1% | 13% | 8% | 2% |
| Somewhat interested | 19% | 23% | 17% | 26% | 23% | 18% | 9% | 21% | 19% | 20% |
| Not very interested | 26% | 25% | 27% | 20% | 17% | 35% | 27% | 24% | 25% | 30% |
| Not interested at all | 22% | 21% | 23% | 7% | 13% | 25% | 49% | 17% | 24% | 25% |
| Prefer not to say | 0% | 0% | — | 0% | — | 0% | — | 0% | — | 0% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (990) | (480) | (510) | (187) | (265) | (376) | (162) | (325) | (445) | (220) |

| | Race | | | Family Income | | | | Region | | | | |
|---|-------|-------|-------|---------------|----------|-------|--------|--------|-----------|---------|-------|-------|
| | Total | White | Black | Hispanic | Under 40 | 40-80 | 80-100 | 100+ | Northeast | Midwest | South | West |
| Never read a comic book or prefers not to say | 24% | 23% | 24% | 31% | 29% | 17% | 18% | 22% | 24% | 25% | 26% | 21% |
| Very interested | 8% | 6% | 11% | 16% | 9% | 5% | 6% | 6% | 10% | 9% | 7% | 8% |
| Somewhat interested | 19% | 18% | 29% | 22% | 23% | 19% | 15% | 16% | 14% | 21% | 22% | 18% |
| Not very interested | 26% | 28% | 23% | 16% | 22% | 37% | 25% | 27% | 31% | 25% | 20% | 31% |
| Not interested at all | 22% | 25% | 12% | 15% | 17% | 23% | 37% | 29% | 21% | 21% | 24% | 21% |
| Prefer not to say | 0% | 0% | — | 1% | 0% | 0% | — | — | 0% | — | — | 0% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (990) | (749) | (110) | (131) | (398) | (285) | (47) | (111) | (179) | (170) | (377) | (264) |

3. Race of Captain America

Generally speaking, do you think that Captain America should be portrayed as white, portrayed as some other race, or does it not matter what race Captain America is?

| | Gender | | | Age | | | | Party ID | | |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| White | 29% | 32% | 26% | 31% | 31% | 30% | 21% | 21% | 31% | 38% |
| Some other race | 2% | 1% | 2% | 4% | 2% | 0% | 2% | 3% | 2% | 1% |
| It doesn't matter | 61% | 58% | 65% | 57% | 58% | 63% | 69% | 68% | 58% | 57% |
| Not sure | 8% | 8% | 7% | 9% | 9% | 7% | 8% | 8% | 9% | 5% |
| Totals (Unweighted N) | 100% (995) | 100% (483) | 100% (512) | 100% (189) | 100% (266) | 100% (376) | 100% (164) | 100% (329) | 100% (445) | 100% (221) |

| | Race | | | | Family Income | | | | Region | | | |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|
| | Total | White | Black | Hispanic | Under 40 | 40-80 | 80-100 | 100+ | Northeast | Midwest | South | West |
| White | 29% | 31% | 8% | 36% | 30% | 31% | 25% | 35% | 27% | 30% | 28% | 31% |
| Some other race | 2% | 1% | 5% | 5% | 2% | 1% | 6% | 1% | 2% | 0% | 1% | 4% |
| It doesn't matter | 61% | 61% | 75% | 50% | 60% | 64% | 63% | 64% | 62% | 61% | 64% | 56% |
| Not sure | 8% | 7% | 12% | 9% | 8% | 4% | 6% | 1% | 9% | 8% | 6% | 9% |
| Totals (Unweighted N) | 100% (995) | 100% (753) | 100% (112) | 100% (130) | 100% (400) | 100% (288) | 100% (47) | 100% (111) | 100% (178) | 100% (172) | 100% (379) | 100% (266) |

4. Seen movie

Have you ever seen any of the Captain America movies or the Avengers?

| | Gender | | | Age | | | | Party ID | | |
|----------------|--------|-------|--------|-------|-------|-------|-------|----------|-------------|------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| Yes | 53% | 58% | 48% | 74% | 63% | 48% | 24% | 53% | 54% | 50% |
| No | 41% | 37% | 45% | 22% | 30% | 47% | 69% | 39% | 39% | 48% |
| Don't remember | 6% | 5% | 7% | 4% | 8% | 5% | 8% | 8% | 7% | 2% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (996) | (484) | (512) | (187) | (266) | (379) | (164) | (327) | (447) | (222) |

| | Race | | | | Family Income | | | | Region | | | |
|----------------|-------|-------|-------|----------|---------------|-------|--------|-------|-----------|---------|-------|-------|
| | Total | White | Black | Hispanic | Under 40 | 40-80 | 80-100 | 100+ | Northeast | Midwest | South | West |
| Yes | 53% | 50% | 59% | 65% | 50% | 56% | 51% | 64% | 53% | 49% | 54% | 55% |
| No | 41% | 45% | 32% | 27% | 43% | 40% | 49% | 36% | 41% | 45% | 40% | 38% |
| Don't remember | 6% | 5% | 9% | 8% | 8% | 5% | — | — | 6% | 5% | 6% | 7% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (996) | (754) | (111) | (131) | (400) | (289) | (47) | (111) | (179) | (172) | (378) | (267) |

5. Read CA comic book

Have you ever read any of the Captain America comic books?

Asked of those who have ever read a comic book

| | Gender | | | Age | | | | Party ID | | |
|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| Never read a comic book or prefers not to say | 24% | 22% | 27% | 28% | 36% | 18% | 14% | 25% | 25% | 23% |
| Yes | 25% | 34% | 16% | 26% | 27% | 27% | 14% | 24% | 25% | 24% |
| No | 43% | 35% | 50% | 41% | 32% | 45% | 56% | 41% | 44% | 43% |
| Don't remember | 8% | 10% | 7% | 5% | 4% | 10% | 16% | 10% | 7% | 10% |
| Totals (Unweighted N) | 100% (982) | 100% (473) | 100% (509) | 100% (187) | 100% (263) | 100% (375) | 100% (157) | 100% (323) | 100% (441) | 100% (218) |

| | Total | Race | | | Family Income | | | | Region | | | |
|---|---------------|---------------|---------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|
| | | White | Black | Hispanic | Under 40 | 40-80 | 80-100 | 100+ | Northeast | Midwest | South | West |
| Never read a comic book or prefers not to say | 24% | 23% | 24% | 32% | 29% | 17% | 19% | 23% | 24% | 25% | 26% | 21% |
| Yes | 25% | 21% | 32% | 35% | 24% | 28% | 28% | 28% | 22% | 26% | 24% | 26% |
| No | 43% | 47% | 33% | 26% | 39% | 49% | 45% | 45% | 43% | 41% | 43% | 44% |
| Don't remember | 8% | 8% | 11% | 7% | 9% | 6% | 8% | 4% | 11% | 8% | 7% | 9% |
| Totals (Unweighted N) | 100% (982) | 100% (743) | 100% (110) | 100% (129) | 100% (398) | 100% (281) | 100% (45) | 100% (109) | 100% (176) | 100% (167) | 100% (376) | 100% (263) |