

OPIGRAM

August 23 - 24, 2013



1. Batman movie fans

Are you a fan of the Batman movies?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes, a big fan	15%	19%	10%	25%	21%	10%	2%	18%	13%	14%	15%	12%
Yes, something of a fan	36%	40%	33%	43%	40%	36%	22%	40%	37%	30%	37%	33%
No, not a fan	49%	41%	57%	32%	39%	54%	75%	42%	50%	56%	48%	55%
Totals (Unweighted N)	100% (1,000)	100% (477)	100% (523)	100% (153)	100% (278)	100% (380)	100% (189)	100% (338)	100% (432)	100% (230)	100% (916)	100% (84)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes, a big fan	15%	14%	16%	18%	7%	14%	17%	17%	14%	13%	16%	13%	18%
Yes, something of a fan	36%	34%	39%	45%	41%	31%	39%	34%	41%	46%	30%	41%	27%
No, not a fan	49%	52%	44%	37%	52%	55%	44%	49%	45%	41%	54%	47%	54%
Totals (Unweighted N)	100% (1,000)	100% (804)	100% (109)	100% (87)	100% (36)	100% (332)	100% (328)	100% (200)	100% (104)	100% (177)	100% (244)	100% (355)	100% (224)

	Total	Batman movie fans			Superman movie fans		
		Yes, a big fan	Yes, something of a fan	No, not a fan	Yes, a big fan	Yes, something of a fan	No, not a fan
Yes, a big fan	15%	100%	—	—	74%	13%	3%
Yes, something of a fan	36%	—	100%	—	19%	71%	14%
No, not a fan	49%	—	—	100%	7%	16%	83%
Totals (Unweighted N)	100% (1,000)	100% (144)	100% (346)	100% (510)	100% (117)	100% (354)	100% (529)

OPIGRAM

August 23 - 24, 2013



2. Favorite Batman portrayer

Which actor is your favorite portrayer of Batman?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Adam West	14%	16%	11%	5%	16%	15%	27%	16%	10%	17%	15%	4%
Michael Keaton	20%	17%	24%	13%	28%	20%	18%	22%	19%	20%	20%	21%
Val Kilmer	8%	6%	9%	6%	8%	7%	14%	7%	9%	5%	7%	12%
George Clooney	6%	4%	8%	8%	3%	8%	3%	6%	7%	2%	5%	10%
Christian Bale	41%	46%	34%	53%	37%	39%	21%	39%	43%	40%	40%	45%
Other	2%	3%	—	5%	0%	—	—	0%	3%	—	2%	—
Don't know	10%	9%	13%	11%	7%	11%	18%	9%	9%	16%	11%	9%
Totals (Unweighted N)	100% (490)	100% (264)	100% (226)	100% (105)	100% (163)	100% (174)	100% (48)	100% (189)	100% (206)	100% (95)	100% (459)	100% (31)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Adam West	14%	12%	25%	12%	15%	20%	10%	8%	16%	8%	13%	19%	8%
Michael Keaton	20%	21%	22%	18%	21%	23%	17%	23%	19%	12%	34%	19%	19%
Val Kilmer	8%	7%	10%	7%	6%	10%	9%	6%	4%	5%	5%	8%	12%
George Clooney	6%	6%	3%	7%	—	7%	7%	7%	3%	4%	5%	8%	3%
Christian Bale	41%	42%	34%	40%	25%	33%	48%	49%	43%	52%	36%	36%	44%
Other	2%	0%	—	8%	—	—	3%	—	3%	1%	—	3%	2%
Don't know	10%	12%	6%	8%	33%	8%	5%	7%	11%	18%	6%	8%	12%
Totals (Unweighted N)	100% (490)	100% (375)	100% (64)	100% (51)	100% (16)	100% (138)	100% (177)	100% (97)	100% (62)	100% (90)	100% (114)	100% (185)	100% (101)

OPIGRAM

August 23 - 24, 2013



	Total	Batman movie fans			Superman movie fans		
		Yes, a big fan	Yes, something of a fan	No, not a fan	Yes, a big fan	Yes, something of a fan	No, not a fan
Adam West	14%	9%	15%	—	19%	14%	5%
Michael Keaton	20%	17%	22%	—	16%	22%	20%
Val Kilmer	8%	3%	9%	—	6%	8%	7%
George Clooney	6%	2%	7%	—	6%	6%	5%
Christian Bale	41%	62%	32%	—	46%	37%	51%
Other	2%	2%	2%	—	2%	2%	—
Don't know	10%	4%	13%	—	5%	11%	13%
Totals	100%	100%	100%	0%	100%	100%	100%
(Unweighted N)	(490)	(144)	(346)	(-)	(105)	(296)	(89)

OPIGRAM

August 23 - 24, 2013



3. Ben Affleck as Batman

Do you approve or disapprove of Ben Affleck portraying Batman?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Strongly approve	12%	8%	17%	11%	13%	11%	15%	19%	9%	6%	12%	10%
Somewhat approve	21%	22%	21%	18%	14%	29%	31%	26%	16%	24%	22%	19%
Somewhat disapprove	15%	15%	14%	18%	20%	10%	7%	15%	16%	12%	14%	23%
Strongly disapprove	21%	25%	15%	25%	26%	15%	11%	20%	20%	24%	21%	14%
No opinion	31%	30%	33%	28%	28%	36%	36%	20%	39%	34%	31%	34%
Totals (Unweighted N)	100% (490)	100% (264)	100% (226)	100% (105)	100% (163)	100% (174)	100% (48)	100% (189)	100% (206)	100% (95)	100% (459)	100% (31)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Strongly approve	12%	11%	15%	15%	21%	11%	14%	6%	5%	15%	12%	13%	6%
Somewhat approve	21%	21%	31%	14%	18%	19%	18%	31%	27%	25%	28%	17%	19%
Somewhat disapprove	15%	14%	12%	20%	—	16%	19%	15%	17%	16%	14%	14%	17%
Strongly disapprove	21%	21%	8%	28%	15%	22%	27%	18%	10%	16%	15%	21%	32%
No opinion	31%	33%	33%	23%	46%	32%	22%	30%	42%	28%	31%	35%	27%
Totals (Unweighted N)	100% (490)	100% (375)	100% (64)	100% (51)	100% (16)	100% (138)	100% (177)	100% (97)	100% (62)	100% (90)	100% (114)	100% (185)	100% (101)

OPIGRAM

August 23 - 24, 2013



	Total	Batman movie fans			Superman movie fans		
		Yes, a big fan	Yes, something of a fan	No, not a fan	Yes, a big fan	Yes, something of a fan	No, not a fan
Strongly approve	12%	14%	11%	—	16%	12%	4%
Somewhat approve	21%	23%	21%	—	25%	23%	12%
Somewhat disapprove	15%	17%	14%	—	11%	15%	20%
Strongly disapprove	21%	33%	16%	—	27%	22%	9%
No opinion	31%	13%	38%	—	20%	28%	56%
Totals (Unweighted N)	100% (490)	100% (144)	100% (346)	0% (-)	100% (105)	100% (296)	100% (89)

OPIGRAM

August 23 - 24, 2013



4. Superman movie fans

Are you a fan of the Superman movies?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes, a big fan	11%	15%	7%	12%	16%	10%	6%	16%	8%	9%	11%	9%
Yes, something of a fan	38%	38%	38%	40%	42%	39%	28%	42%	37%	35%	39%	28%
No, not a fan	51%	46%	55%	48%	42%	51%	66%	42%	55%	56%	49%	63%
Totals (Unweighted N)	100% (1,000)	100% (477)	100% (523)	100% (153)	100% (278)	100% (380)	100% (189)	100% (338)	100% (432)	100% (230)	100% (916)	100% (84)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes, a big fan	11%	10%	16%	15%	5%	14%	12%	11%	10%	10%	11%	11%	12%
Yes, something of a fan	38%	35%	39%	54%	38%	35%	42%	36%	39%	51%	34%	39%	30%
No, not a fan	51%	56%	44%	31%	57%	51%	46%	53%	51%	40%	55%	50%	58%
Totals (Unweighted N)	100% (1,000)	100% (804)	100% (109)	100% (87)	100% (36)	100% (332)	100% (328)	100% (200)	100% (104)	100% (177)	100% (244)	100% (355)	100% (224)

	Total	Batman movie fans			Superman movie fans		
		Yes, a big fan	Yes, something of a fan	No, not a fan	Yes, a big fan	Yes, something of a fan	No, not a fan
Yes, a big fan	11%	57%	6%	2%	100%	—	—
Yes, something of a fan	38%	33%	75%	12%	—	100%	—
No, not a fan	51%	10%	19%	86%	—	—	100%
Totals (Unweighted N)	100% (1,000)	100% (144)	100% (346)	100% (510)	100% (117)	100% (354)	100% (529)

OPIGRAM

August 23 - 24, 2013



5. Favorite Superman portrayer

Which actor is your favorite portrayer of Superman?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
George Reeves	9%	11%	7%	1%	5%	15%	17%	7%	8%	15%	9%	5%
Christopher Reeve	55%	55%	56%	28%	62%	68%	57%	61%	46%	64%	57%	38%
Dean Cain	7%	6%	9%	8%	9%	5%	8%	8%	7%	7%	8%	3%
Tom Welling	8%	6%	10%	18%	11%	1%	1%	8%	10%	2%	6%	30%
Brandon Routh	1%	1%	0%	1%	0%	2%	—	1%	0%	2%	1%	—
Henry Cavill	8%	12%	5%	23%	6%	3%	2%	4%	16%	2%	7%	21%
Other	0%	—	0%	—	0%	—	—	—	0%	—	0%	—
Don't know	11%	9%	13%	22%	7%	7%	14%	11%	13%	9%	12%	3%
Totals (Unweighted N)	100% (471)	100% (240)	100% (231)	100% (75)	100% (148)	100% (183)	100% (65)	100% (188)	100% (190)	100% (93)	100% (446)	100% (25)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
George Reeves	9%	11%	7%	4%	17%	13%	4%	5%	8%	16%	11%	5%	7%
Christopher Reeve	55%	53%	70%	54%	36%	64%	56%	53%	55%	49%	60%	59%	51%
Dean Cain	7%	8%	2%	7%	3%	4%	8%	14%	9%	2%	6%	11%	7%
Tom Welling	8%	7%	7%	10%	19%	4%	7%	7%	9%	6%	6%	5%	18%
Brandon Routh	1%	1%	—	—	—	1%	1%	—	2%	1%	0%	1%	0%
Henry Cavill	8%	8%	2%	14%	—	7%	16%	6%	3%	11%	8%	7%	9%
Other	0%	0%	—	—	—	—	0%	—	—	—	—	0%	—
Don't know	11%	11%	11%	11%	25%	8%	6%	16%	14%	16%	9%	11%	9%
Totals (Unweighted N)	100% (471)	100% (352)	100% (65)	100% (54)	100% (15)	100% (147)	100% (169)	100% (88)	100% (52)	100% (86)	100% (113)	100% (180)	100% (92)

OPIGRAM

August 23 - 24, 2013



	Total	Batman movie fans			Superman movie fans		
		Yes, a big fan	Yes, something of a fan	No, not a fan	Yes, a big fan	Yes, something of a fan	No, not a fan
George Reeves	9%	6%	9%	15%	10%	9%	—
Christopher Reeve	55%	48%	56%	67%	57%	55%	—
Dean Cain	7%	9%	7%	4%	4%	8%	—
Tom Welling	8%	18%	5%	2%	13%	6%	—
Brandon Routh	1%	2%	0%	2%	2%	1%	—
Henry Cavill	8%	12%	9%	1%	10%	8%	—
Other	0%	0%	—	—	1%	—	—
Don't know	11%	5%	14%	10%	3%	13%	—
Totals	100%	100%	100%	100%	100%	100%	0%
(Unweighted N)	(471)	(129)	(272)	(70)	(117)	(354)	(-)

6. Batman - Superman fight winner

Who would win in a fight between Superman and Batman?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Batman	10%	11%	9%	23%	14%	3%	2%	13%	11%	3%	10%	9%
Superman	54%	61%	48%	41%	57%	62%	51%	56%	50%	62%	56%	39%
Not sure	36%	27%	43%	35%	29%	35%	47%	31%	39%	35%	34%	52%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(477)	(523)	(153)	(278)	(380)	(189)	(338)	(432)	(230)	(916)	(84)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Batman	10%	9%	14%	12%	2%	10%	13%	12%	5%	12%	9%	11%	8%
Superman	54%	52%	62%	62%	47%	54%	54%	60%	55%	55%	53%	56%	52%
Not sure	36%	39%	24%	26%	51%	35%	32%	28%	40%	33%	38%	33%	40%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(804)	(109)	(87)	(36)	(332)	(328)	(200)	(104)	(177)	(244)	(355)	(224)

	Total	Batman movie fans			Superman movie fans		
		Yes, a big fan	Yes, something of a fan	No, not a fan	Yes, a big fan	Yes, something of a fan	No, not a fan
Batman	10%	27%	11%	5%	15%	12%	8%
Superman	54%	58%	65%	46%	72%	66%	42%
Not sure	36%	15%	25%	50%	14%	22%	51%
Totals	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(144)	(346)	(510)	(117)	(354)	(529)