

## The Public and Superhero Movies

### \* TOPLINE RESULTS \*

Interviews for this study were conducted on the SSRS Opinion Panel, **September 9 - 23, 2024**, among a nationally representative sample of **3,364 adults**. The survey was conducted via web (n=2692) and telephone (n=672) and administered in English (n=3350) and Spanish (n=14). The margin of error for total respondents is +/- 2.7 percentage points at the 95% confidence level. The design effect is 2.49.

SSRS Opinion Panel members are recruited randomly based primarily on nationally representative ABS (Address Based Sample) design (including Hawaii and Alaska). ABS respondents are randomly sampled by Marketing Systems Group (MSG) through the U.S. Postal Service’s Computerized Delivery Sequence File (CDS), a regularly-updated listing of all known addresses in the U.S. For the SSRS Opinion Panel, known business addresses are excluded from the sample frame. Additional panelists are recruited via random digit dial (RDD) telephone sample of cell phone numbers connected to a prepaid cell phone. This sample is selected by MSG from the cell phone RDD frame using a flag that identifies prepaid numbers. Prepaid cell numbers are associated with cell phones that are “pay as you go” and do not require a contract.

The SSRS Opinion Panel is a multi-mode panel (web and phone). Most panelists take self-administered web surveys; however, the option to take surveys conducted by a live telephone interviewer is available to those who do not use the internet as well as those who use the internet but are reluctant to take surveys online.

**MCU1. Next, we have a few questions about the superhero movies and television shows that are known collectively as the “Marvel Cinematic Universe.” These are a series of movies and television shows that are centered around a group of superheroes known as “The Avengers.” They include movies and shows featuring characters like Iron Man, Captain America, Thor, Spiderman, Hulk, and Black Panther.**

**How many of the movies and television shows from the Marvel Cinematic Universe would you say you’ve seen?**

	%
<b>All/Most of them (NET)</b>	<b>33</b>
All of them	10
Most of them	23
<b>Some/Just a few of them (NET)</b>	<b>45</b>
Some of them	22
Just a few of them	23
<b>None of them</b>	<b>22</b>
Don’t know/refused/web blank	*

**MCU2. In general, do you consider yourself to be a fan of Marvel Cinematic Universe?**

**(If yes: Would you consider yourself a big fan or somewhat of a fan?)**

*Based on those who say they have seen any movies or television shows from the Marvel Cinematic Universe (n=2,579)*

	%
<b>Yes, big/somewhat of a fan (NET)</b>	<b>64</b>
Yes, a big fan	19
Yes, somewhat of a fan	44
<b>No, not a fan</b>	<b>36</b>
Don't know/refused/web blank	*

**MCU3. In recent years, would you say the quality of movies and television shows in the Marvel Cinematic Universe has gotten better, worse, or stayed about the same?**

*Based on those who say they have seen any movies or television shows from the Marvel Cinematic Universe (n=2,579)*

	%
Better	24
Worse	29
About the same	45
Don't know/refused/web blank	1

**MCU4. In general, do you think Marvel has been releasing too many, too few, or about the right amount of movies and television shows lately?**

*Based on those who say they have seen any movies or television shows from the Marvel Cinematic Universe (n=2,579)*

	%
Too many	34
Too few	12
About the right amount	53
Don't know/refused/web blank	1