D.B. Fox Analysis
Marvel Fan Survey
April 24th 2018

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Methodology

D.B. Fox is pleased to present our findings from an April survey conducted on Marvel fans. All respondents interviewed in this study were part of a sample of N=80 from Amazon Turk.

In order to determine the movie viewing experience of Marvel fans we surveyed close to 100 individuals from all over the world using Amazon Turk. Using an online survey the individuals were surveyed from April 10th through April 11th of 2018. Survey questions focused on what makes a Marvel film appealing to fans and how they spend their money on a Marvel movie experience. To best analyze the data our team filtered respondents based on key factors. We kept respondents based on these parameters:
- Complete survey answers
- Confirmed Marvel Fans
- Survey Duration
  - Any survey completed in under 50 seconds was not kept based on an average completion time of 95 seconds.

No further parameters were used based on the anonymous global nature of the respondents. With a global base we cannot use American Community Survey reference documents to analyze the data. After filtering out responses which did not comply with the above restrictions, our team had 80 viable responses with which to run data. With our results we estimate there is a 10.96% margin of error (Appendix A).

Executive Summary

This report contains the results of D.B. Fox's 2018 survey of Marvel fans. The report outlines the ways in which a Marvel fan enjoys a movie. The survey report also outlines recommendations based on the data results to help Marvel in future movie marketing campaigns. We also will provide insight into the outlets with which the Marvel brand can connect with and build their relationship with their fans.

Purpose & Objectives

The objective of this survey process is to gather information to provide the Marvel branding team with a better understanding of the following:

- Marvel Movie Fan profile
- What types of aspects a fan is looking for in a Marvel film
- Ways in which the Marvel brand can further connect with their fan base
- Process of a Marvel fan's movie experience

Background

This April, the Marvel film franchise is releasing *Avengers: Infinity War*. There is much anticipation among the fans in regards to this film's release. After the $900 million success of the recent release of *Black Panther*, many are asking what makes a Marvel film so successful (Mendelson, 2018). Some say it is the storylines, the characters or even the original comics. However, what makes a film franchise so successful is the loyalty of a fan base willing to spend money on tickets to view your films. Marvel was recently acquired by the Disney company. Disney has acquired Pixar, Lucasfilms and most recently, Marvel in order to continue to expand their relevance with a family audience. The acquisition of these franchises has allowed Disney to expand the ride content, park design and character appearances of their theme parks. With the expansion of these films the park and resorts sector of Disney reported earnings of over $45 billion in 2013 (Fleischmann & Mayo, 2014).

Disney acquired the Marvel brand because they know of the strength of the Marvel fan base. These fans are willing to go to midnight showings, spend money on merchandise and attend comic-cons dressed as their favorite characters. This franchise is a lucrative brand and the acquisition by Disney will further the profits of both companies.

Results in Brief

Overall Results of the 2018 Survey:

- The results of the survey show that the fan base is almost evenly split between males (51.3%) and females (48.8%). Most of the fan base (66.3%) are between the ages of 18 and 34. They are a fan base of mainly White (62.5%) and Asian (21.3%).

● Male   ● Female
Marvel Fan Base: Gender

49%   51%
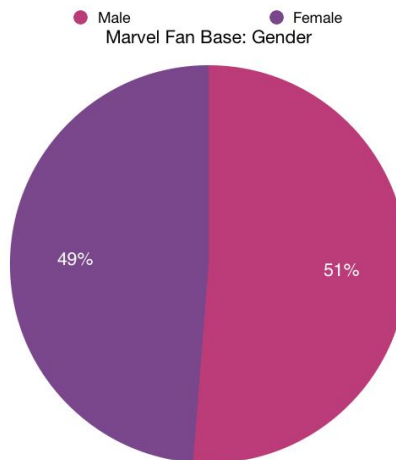
- As shown below, the two things fans look forward to most in a Marvel film are action and storyline.

Look Forward To

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Action	19	23.8	23.8	23.8
	Storyline	23	28.7	28.7	52.5
	Loyalty to the comics	5	6.3	6.3	58.8
	Romance	1	1.3	1.3	60.0
	Superhuman Powers	11	13.8	13.8	73.8
	Character Arcs	9	11.3	11.3	85.0
	Special Effects	1	1.3	1.3	86.3
	Storyline with more than one superhero	11	13.8	13.8	100.0
	Total	80	100.0	100.0	

- Most fans own between 1-9 Marvel films and 56.3% are very likely to see *Avengers: Infinity War* (Appendix B).

- The fan's number one purchase at the snack bar is popcorn (Appendix C).

- The typical fan (18-34)
    - Look forward to the storyline most
    - Very likely to see *Avengers: Infinity War*
    - Purchase their tickets through the theater
    - Buy popcorn
    - Somewhat likely to purchase souvenirs at the snack bar
    - Most likely to interact on one social media platform with a Marvel film, most likely Facebook

(Appendix D)

Recommendations

The current fan base with which Marvel is finding favor are males and females between the ages of 18-34 . These fans are mainly white and Asian and look for action and storyline first when choosing to view a Marvel film. Most of these fans purchase their tickets at the theater (68%) and 15.10% purchase through Moviepass. Moviepass is a monthly subscription service which allows users to see a movie once a day for a monthly fee of $10. The 18-34 group is the most prominent user of this service and provides a growing sector of the entertainment industry.

Where do fans purchase tickets?

Legend: Through the theater, Moviepass, Fandango, Other. X-axis categories: 18 - 34, 35 - 54, 55 & up. Y-axis: 0 to 40.
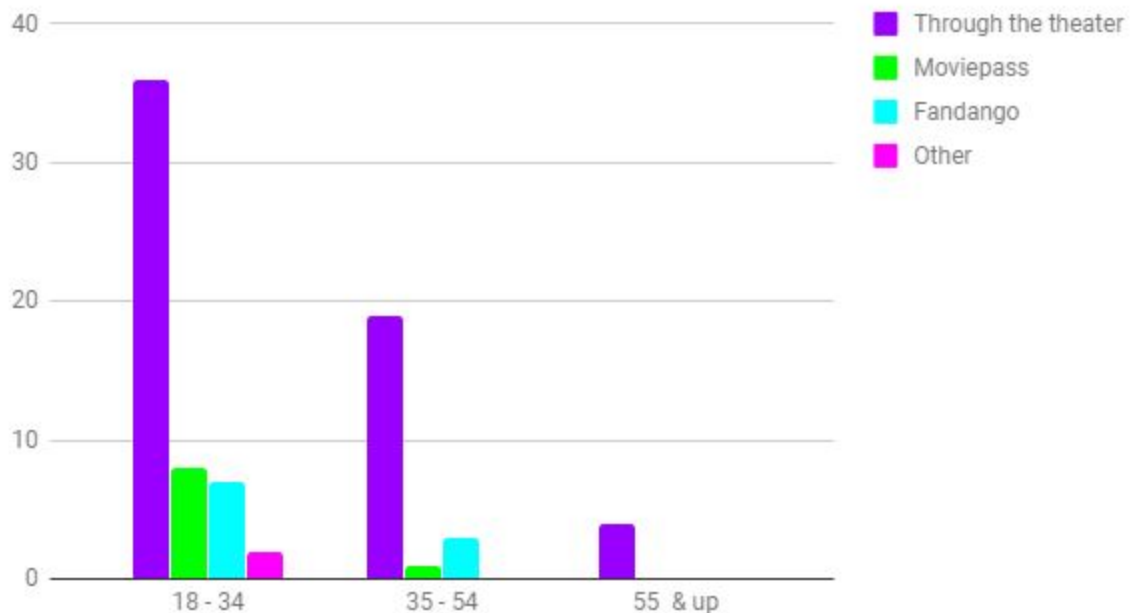
1. Marvel should focus their theater merchandising efforts to
   - In theater displays
   - In theater souvenirs (popcorn tubs, drink cups, etc)
   - In theater paper materials, employee shirts, etc. leading up to the premiere of a Marvel film

(Appendix E)

2. Increase efforts into pre-sale ticket marketing. *Black Panther* was one of the largest pre-sale ticket Marvel films. There are 58.5% of fans who are very likely to see *Avengers: Infinity War* and only 11.3% who have purchased pre-sale tickets.

Age * Infinity War Ballot Crosstabulation

| | | | Infinity War Ballot | | | | | |
			Already Have Tickets	Very likely	Somewhat likely	Unsure	Not attending	Total
Age	18-34	Count	6	31	8	4	4	53
		% within Age	11.3%	58.5%	15.1%	7.5%	7.5%	100.0%
	35-54	Count	0	11	9	2	1	23
		% within Age	0.0%	47.8%	39.1%	8.7%	4.3%	100.0%
	55 and older	Count	0	3	1	0	0	4
		% within Age	0.0%	75.0%	25.0%	0.0%	0.0%	100.0%
Total		Count	6	45	18	6	5	80
		% within Age	7.5%	56.3%	22.5%	7.5%	6.3%	100.0%

Social media is the new frontier for marketing films and merchandise. It is also an important place of contact where Marvel can engage with their fans and build long lasting relationships. We asked Marvel fans which social media platforms they would interact with a Marvel film on. Here are our findings:

1. Facebook
    a. 83% of respondents said they would interact with a Marvel film on Facebook.
    b. 77.4% of Marvel's 18-34 target audience would also use Facebook.
2. Instagram
    a. 35% of the respondents said they would interact with a Marvel film on Instagram
    b. 45% of the 18-34 year old target audience would interact with a Marvel film on Instagram.
3. Twitter
    a. 34% of respondents said they would interact with a Marvel film on Twitter.
    b. 34% of the 18-34 year old target audience would interact with a Marvel film on Twitter.
4. Snapchat
    a. 15% of respondents said they would interact with a Marvel film on Snapchat.
    b. 19% of the 18-34 year old target audience would interact with a Marvel film on Snapchat.
5. Website
    a. 10% of respondents said they would interact with a Marvel film on a website.
    b. 9.4% of the 18-34 year old target audience would interact with a Marvel film on a website.

6. Combination:
    a. 33.8% of respondents said they would interact with a Marvel film on 2 social media platforms.

(Appendix F).

Following these results we recommend that Marvel focuses on interacting with their fan base on Facebook and Instagram. These are the two outlets which received the highest positive response rate in our results. Based on what fans said they look forward to most in a Marvel film we recommend focusing the content on these sites to the following topics:

Post Topics

More than one superhero
17.2%

Action
29.7%

Superhuman Powers
17.2%

Storyline
35.9%
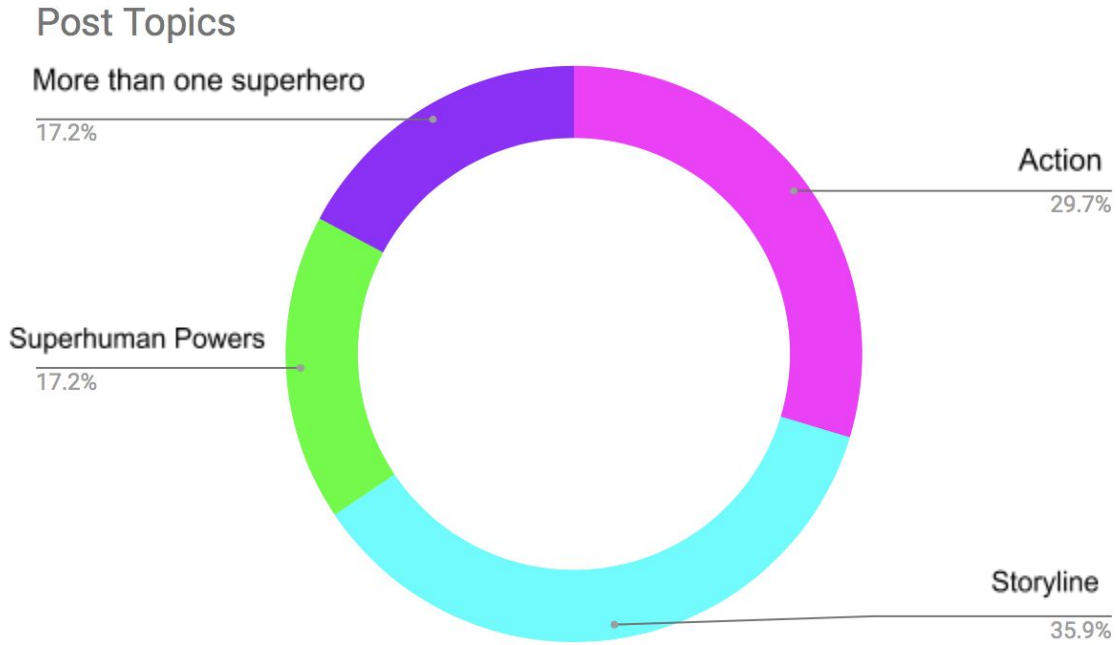
Male vs. Female Marvel Fan

Male Fan:
- Looks Forward to: Action
- Owns between 1-9 Marvel Films
- 63.4% are very likely to see *Avengers: Infinity War*
  - This may be due to the action packed trailer
- 75% purchase their tickets through the movie theater
- 61% purchase popcorn and 17% purchase pop at the snack bar
- Most are not likely to purchase souvenirs at the snack bar, but a significant portion (32%) are somewhat likely to purchase souvenirs.

Look Forward to Most
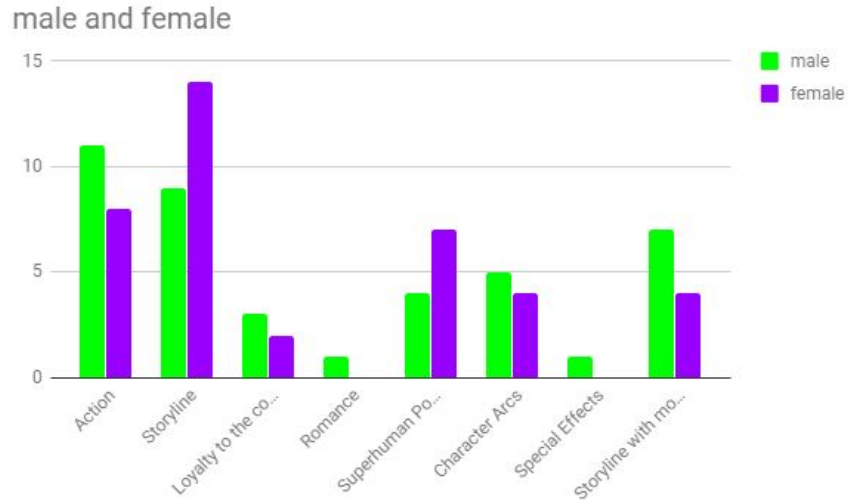
Purchase at Snack Bar
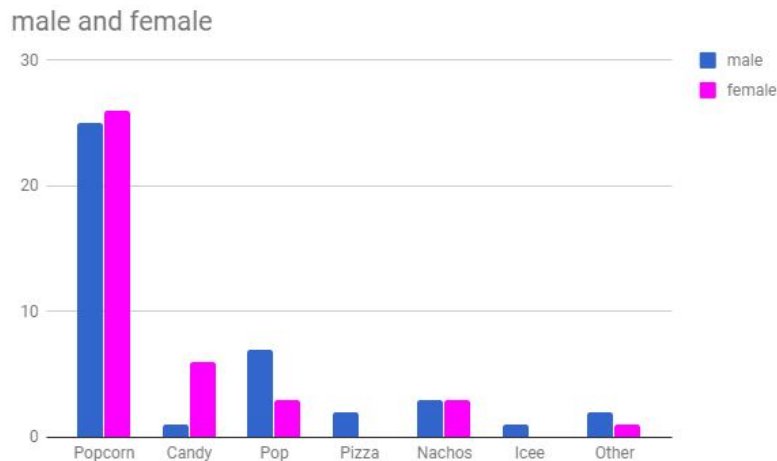
Female Fan:
- Looks Forward to: Storyline
- Owns between 1-9 Marvel Films
- 48.7% are very likely to see Avengers: Infinity War
    - This may be due to the large amount of action, characters and quick cuts featured in the trailers. It is difficult to showcase a storyline in a trailer without giving too much away. We recommend cutting a trailer closer to the release of a Marvel film which showcases a key storyline component. This may entice more female fans to move from the "somewhat likely" to the "very likely" category
- 72% purchase their tickets through the movie theater. 15% purchase through Fandango
- 67% purchase popcorn and 15% purchase candy at the snack bar
- 30.8% of female fans are not likely to purchase souvenirs at the snack bar, however a combined 42% are either "very likely" or "somewhat likely" to purchase souvenirs.

(Appendix G)

The "other" categories:

A few of the questions provided the respondents with an option to write in their own answer if their answer was not provided in the choices. Here are our findings:

Where else do fans buy tickets: Book My Show

What else are they buying at the snack bar: Bottled water & mozzarella sticks

On what other social media platforms would they interact with a Marvel film: Youtube, Tumblr, Pinterest & Reddit.

Future Research

The research conducted in this study is useful for drawing insights into the Marvel fan base. In future, other researchers can survey a larger sample group which would provide for more accurate information. A majority of the chi-square, or validity test, came back as not significant. This means the information can be speculated upon but not actually extrapolated back to the general population. With a larger sample size Marvel would be able to hone in on their target audience and create specific marketing plans which would be successful.

In future, conducting separate polls in each country on Marvel films would provide insight into the cultural differences and traditional aspects of different types of fans. This would allow for the company to create marketing campaigns specific to each country to better connect with their fan base.

It would also be interesting to study the ways in which fans of specific Marvel films compare to others. For example does a Captain America fan look forward to the same thing in a Marvel movie as an Ironman fan? This research would allow Marvel to create personalized advertisements based on each Marvel character and create another level of connection with their fans.

Citations

Fleischmann, D., & Mayo, J. (2014). The House o f Mouse, Superheroes and Stormtroopers: How Disney Is Monopolizing and Dominating the Entertainment Industry. *Film Matters,* fall. Retrieved April 15, 2018.

Mendelson, S. (2018, March 06). Box Office: Marvel And Disney's 'Black Panther' Has Topped $900M. Retrieved from https://www.forbes.com/sites/scottmendelson/2018/03/06/box-office-black-panther-has-topped-900-million-worldwide/#1190791e4c9f

Appendix A

Margin of Error Calculation

$$\sqrt{\frac{50x50}{80}} \text{ x } 1.96 = 10.96\%$$

Appendix B

Own

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1–4	27	33.8	33.8	33.8
	5–9	25	31.3	31.3	65.0
	10–14	7	8.8	8.8	73.8
	15 and up	10	12.5	12.5	86.3
	None	11	13.8	13.8	100.0
	Total	80	100.0	100.0	

Infinity War Ballot

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Already Have Tickets	6	7.5	7.5	7.5
	Very likely	45	56.3	56.3	63.7
	Somewhat likely	18	22.5	22.5	86.3
	Unsure	6	7.5	7.5	93.8
	Not attending	5	6.3	6.3	100.0
	Total	80	100.0	100.0	

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Appendix C

Snack Bar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Popcorn	51	63.7	63.7	63.7
	Candy	7	8.8	8.8	72.5
	Pop	10	12.5	12.5	85.0
	Pizza	2	2.5	2.5	87.5
	Nachos	6	7.5	7.5	95.0
	Icee	1	1.3	1.3	96.3
	Other	3	3.8	3.8	100.0
	Total	80	100.0	100.0	

Appendix D

Age * Look Forward To Crosstabulation

			Action	Storyline	Loyalty to the comics	Romance	Superhuman Powers	Character Arcs	Special Effects	Storyline with more than one superhero	Total
						Look Forward To					
Age	18-34	Count	14	15	0	1	9	6	1	7	53
		% within Age	26.4%	28.3%	0.0%	1.9%	17.0%	11.3%	1.9%	13.2%	100.0%
	35-54	Count	5	6	5	0	2	3	0	2	23
		% within Age	21.7%	26.1%	21.7%	0.0%	8.7%	13.0%	0.0%	8.7%	100.0%
	55 and older	Count	0	2	0	0	0	0	0	2	4
		% within Age	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	100.0%
Total		Count	19	23	5	1	11	9	1	11	80
		% within Age	23.8%	28.7%	6.3%	1.3%	13.8%	11.3%	1.3%	13.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.404[a]	14	.092
Likelihood Ratio	22.478	14	.069
Linear-by-Linear Association	.116	1	.733
N of Valid Cases	80		

a. 17 cells (70.8%) have expected count less than 5. The minimum expected count is .05.

Age * Own Crosstabulation

			Own					Total
			1-4	5-9	10-14	15 and up	None	
Age	18-34	Count	18	17	5	5	8	53
		% within Age	34.0%	32.1%	9.4%	9.4%	15.1%	100.0%
	35-54	Count	7	7	2	4	3	23
		% within Age	30.4%	30.4%	8.7%	17.4%	13.0%	100.0%
	55 and older	Count	2	1	0	1	0	4
		% within Age	50.0%	25.0%	0.0%	25.0%	0.0%	100.0%
Total		Count	27	25	7	10	11	80
		% within Age	33.8%	31.3%	8.8%	12.5%	13.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.800[a]	8	.946
Likelihood Ratio	3.538	8	.896
Linear-by-Linear Association	.011	1	.915
N of Valid Cases	80		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .35.

Age * Infinity War Ballot Crosstabulation

			Infinity War Ballot					
			Already Have Tickets	Very likely	Somewhat likely	Unsure	Not attending	Total
Age	18-34	Count	6	31	8	4	4	53
		% within Age	11.3%	58.5%	15.1%	7.5%	7.5%	100.0%
	35-54	Count	0	11	9	2	1	23
		% within Age	0.0%	47.8%	39.1%	8.7%	4.3%	100.0%
	55 and older	Count	0	3	1	0	0	4
		% within Age	0.0%	75.0%	25.0%	0.0%	0.0%	100.0%
Total		Count	6	45	18	6	5	80
		% within Age	7.5%	56.3%	22.5%	7.5%	6.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.644[a]	8	.373
Likelihood Ratio	10.729	8	.218
Linear-by-Linear Association	.330	1	.566
N of Valid Cases	80		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .25.

Age * Purchase Tickets Crosstabulation

			Purchase Tickets				
			Through the theater	Moviepass	Fandango	Other	Total
Age	18-34	Count	36	8	7	2	53
		% within Age	67.9%	15.1%	13.2%	3.8%	100.0%
	35-54	Count	19	1	3	0	23
		% within Age	82.6%	4.3%	13.0%	0.0%	100.0%
	55 and older	Count	4	0	0	0	4
		% within Age	100.0%	0.0%	0.0%	0.0%	100.0%
Total		Count	59	9	10	2	80
		% within Age	73.8%	11.3%	12.5%	2.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.528[a]	6	.606
Likelihood Ratio	6.297	6	.391
Linear-by-Linear Association	2.439	1	.118
N of Valid Cases	80		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .10.

Age * Facebook Crosstabulation

			Facebook		
			no	yes	Total
Age	18-34	Count	12	41	53
		% within Age	22.6%	77.4%	100.0%
	35-54	Count	2	21	23
		% within Age	8.7%	91.3%	100.0%
	55 and older	Count	0	4	4
		% within Age	0.0%	100.0%	100.0%
Total		Count	14	66	80
		% within Age	17.5%	82.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.054[a]	2	.217
Likelihood Ratio	3.906	2	.142
Linear-by-Linear Association	2.973	1	.085
N of Valid Cases	80		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .70.

Age * Combination Crosstabulation

			Combination					Total
			0	1	2	3	4	
Age	18-34	Count	1	21	19	10	2	53
		% within Age	1.9%	39.6%	35.8%	18.9%	3.8%	100.0%
	35-54	Count	0	12	8	1	2	23
		% within Age	0.0%	52.2%	34.8%	4.3%	8.7%	100.0%
	55 and older	Count	0	4	0	0	0	4
		% within Age	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
Total		Count	1	37	27	11	4	80
		% within Age	1.3%	46.3%	33.8%	13.8%	5.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.138[a]	8	.331
Likelihood Ratio	11.278	8	.186
Linear-by-Linear Association	2.442	1	.118
N of Valid Cases	80		

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .05.

Age * Gender Crosstabulation

			Gender		Total
			male	female	
Age	18-34	Count	27	26	53
		% within Age	50.9%	49.1%	100.0%
	35-54	Count	12	11	23
		% within Age	52.2%	47.8%	100.0%
	55 and older	Count	2	2	4
		% within Age	50.0%	50.0%	100.0%
Total		Count	41	39	80
		% within Age	51.2%	48.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.012[a]	2	.994
Likelihood Ratio	.012	2	.994
Linear-by-Linear Association	.002	1	.966
N of Valid Cases	80		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.95.

Age * Ethnicity Crosstabulation

			Ethnicity					Total
			White	Hispanic	Black	American Indian	Asian	
Age	18-34	Count	27	4	5	1	16	53
		% within Age	50.9%	7.5%	9.4%	1.9%	30.2%	100.0%
	35-54	Count	19	1	2	0	1	23
		% within Age	82.6%	4.3%	8.7%	0.0%	4.3%	100.0%
	55 and older	Count	4	0	0	0	0	4
		% within Age	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Total		Count	50	5	7	1	17	80
		% within Age	62.5%	6.3%	8.8%	1.3%	21.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.869[a]	8	.209
Likelihood Ratio	13.716	8	.089
Linear-by-Linear Association	9.212	1	.002
N of Valid Cases	80		

a. 12 cells (80.0%) have expected count less than 5. The minimum expected count is .05.

Appendix E

Purchase Tickets

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Through the theater	59	73.8	73.8	73.8
	Moviepass	9	11.3	11.3	85.0
	Fandango	10	12.5	12.5	97.5
	Other	2	2.5	2.5	100.0
	Total	80	100.0	100.0	

Snack Bar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Popcorn	51	63.7	63.7	63.7
	Candy	7	8.8	8.8	72.5
	Pop	10	12.5	12.5	85.0
	Pizza	2	2.5	2.5	87.5
	Nachos	6	7.5	7.5	95.0
	Icee	1	1.3	1.3	96.3
	Other	3	3.8	3.8	100.0
	Total	80	100.0	100.0	

Souvenirs@ snack bar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	14	17.5	17.5	17.5
	Somewhat likely	21	26.3	26.3	43.8
	Unsure	17	21.3	21.3	65.0
	Not likely	28	35.0	35.0	100.0
	Total	80	100.0	100.0	

The charts above show that most fans buy their tickets at the theater. Placing key marketing materials here will allow the film to get better visibility with their target audience leading up to a premiere. Cardboard displays, employee shirts and paper snack bar products all grab the attention of a movie goer. These individuals are purchasing popcorn and pop most often at the snack bar so having branding on these product containers would be most successful for the film.

Appendix F

Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	14	17.5	17.5	17.5
	yes	66	82.5	82.5	100.0
	Total	80	100.0	100.0	

Age * Facebook Crosstabulation

			Facebook no	Facebook yes	Total
Age	18-34	Count	12	41	53
		% within Age	22.6%	77.4%	100.0%
	35-54	Count	2	21	23
		% within Age	8.7%	91.3%	100.0%
	55 and older	Count	0	4	4
		% within Age	0.0%	100.0%	100.0%
Total		Count	14	66	80
		% within Age	17.5%	82.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.054[a]	2	.217
Likelihood Ratio	3.906	2	.142
Linear-by-Linear Association	2.973	1	.085
N of Valid Cases	80		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .70.

22

Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	52	65.0	65.0	65.0
	yes	28	35.0	35.0	100.0
	Total	80	100.0	100.0	

Age * Instagram Crosstabulation

			Instagram no	Instagram yes	Total
Age	18-34	Count	29	24	53
		% within Age	54.7%	45.3%	100.0%
	35-54	Count	19	4	23
		% within Age	82.6%	17.4%	100.0%
	55 and older	Count	4	0	4
		% within Age	100.0%	0.0%	100.0%
Total		Count	52	28	80
		% within Age	65.0%	35.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.752[a]	2	.021
Likelihood Ratio	9.337	2	.009
Linear-by-Linear Association	7.547	1	.006
N of Valid Cases	80		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.40.

Twitter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	53	66.3	66.3	66.3
	yes	27	33.8	33.8	100.0
	Total	80	100.0	100.0	

Age * Twitter Crosstabulation

			Twitter		
			no	yes	Total
Age	18-34	Count	35	18	53
		% within Age	66.0%	34.0%	100.0%
	35-54	Count	14	9	23
		% within Age	60.9%	39.1%	100.0%
	55 and older	Count	4	0	4
		% within Age	100.0%	0.0%	100.0%
Total		Count	53	27	80
		% within Age	66.3%	33.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.337[a]	2	.311
Likelihood Ratio	3.586	2	.166
Linear-by-Linear Association	.350	1	.554
N of Valid Cases	80		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.35.

Snapchat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	68	85.0	85.0	85.0
	yes	12	15.0	15.0	100.0
	Total	80	100.0	100.0	

Age * Snapchat Crosstabulation

			Snapchat		
			no	yes	Total
Age	18-34	Count	43	10	53
		% within Age	81.1%	18.9%	100.0%
	35-54	Count	21	2	23
		% within Age	91.3%	8.7%	100.0%
	55 and older	Count	4	0	4
		% within Age	100.0%	0.0%	100.0%
Total		Count	68	12	80
		% within Age	85.0%	15.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.045[a]	2	.360
Likelihood Ratio	2.707	2	.258
Linear-by-Linear Association	2.015	1	.156
N of Valid Cases	80		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .60.

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Website

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	72	90.0	90.0	90.0
	yes	8	10.0	10.0	100.0
	Total	80	100.0	100.0	

Age * Website Crosstabulation

			Website no	Website yes	Total
Age	18-34	Count	48	5	53
		% within Age	90.6%	9.4%	100.0%
	35-54	Count	20	3	23
		% within Age	87.0%	13.0%	100.0%
	55 and older	Count	4	0	4
		% within Age	100.0%	0.0%	100.0%
Total		Count	72	8	80
		% within Age	90.0%	10.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.700[a]	2	.705
Likelihood Ratio	1.080	2	.583
Linear-by-Linear Association	.004	1	.949
N of Valid Cases	80		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .40.

Combination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	1.3	1.3	1.3
	1	37	46.3	46.3	47.5
	2	27	33.8	33.8	81.3
	3	11	13.8	13.8	95.0
	4	4	5.0	5.0	100.0
	Total	80	100.0	100.0	

Age * Combination Crosstabulation

			Combination					
			0	1	2	3	4	Total
Age	18-34	Count	1	21	19	10	2	53
		% within Age	1.9%	39.6%	35.8%	18.9%	3.8%	100.0%
	35-54	Count	0	12	8	1	2	23
		% within Age	0.0%	52.2%	34.8%	4.3%	8.7%	100.0%
	55 and older	Count	0	4	0	0	0	4
		% within Age	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
Total		Count	1	37	27	11	4	80
		% within Age	1.3%	46.3%	33.8%	13.8%	5.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.138[a]	8	.331
Likelihood Ratio	11.278	8	.186
Linear-by-Linear Association	2.442	1	.118
N of Valid Cases	80		

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .05.

Appendix G

Gender * Look Forward To Crosstabulation

			Look Forward To								
			Action	Storyline	Loyalty to the comics	Romance	Superhuman Powers	Character Arcs	Special Effects	Storyline with more than one superhero	Total
Gender	male	Count	11	9	3	1	4	5	1	7	41
		% within Gender	26.8%	22.0%	7.3%	2.4%	9.8%	12.2%	2.4%	17.1%	100.0%
	female	Count	8	14	2	0	7	4	0	4	39
		% within Gender	20.5%	35.9%	5.1%	0.0%	17.9%	10.3%	0.0%	10.3%	100.0%
Total		Count	19	23	5	1	11	9	1	11	80
		% within Gender	23.8%	28.7%	6.3%	1.3%	13.8%	11.3%	1.3%	13.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.462[a]	7	.604
Likelihood Ratio	6.264	7	.509
Linear-by-Linear Association	.444	1	.505
N of Valid Cases	80		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .49.

Gender * Own Crosstabulation

			Own					Total
			1-4	5-9	10-14	15 and up	None	
Gender	male	Count	15	13	3	5	5	41
		% within Gender	36.6%	31.7%	7.3%	12.2%	12.2%	100.0%
	female	Count	12	12	4	5	6	39
		% within Gender	30.8%	30.8%	10.3%	12.8%	15.4%	100.0%
Total		Count	27	25	7	10	11	80
		% within Gender	33.8%	31.3%	8.8%	12.5%	13.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.557[a]	4	.968
Likelihood Ratio	.558	4	.968
Linear-by-Linear Association	.380	1	.538
N of Valid Cases	80		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 3.41.

Gender * Infinity War Ballot Crosstabulation

			Already Have Tickets	Very likely	Somewhat likely	Unsure	Not attending	Total
					Infinity War Ballot			
Gender	male	Count	3	26	5	5	2	41
		% within Gender	7.3%	63.4%	12.2%	12.2%	4.9%	100.0%
	female	Count	3	19	13	1	3	39
		% within Gender	7.7%	48.7%	33.3%	2.6%	7.7%	100.0%
Total		Count	6	45	18	6	5	80
		% within Gender	7.5%	56.3%	22.5%	7.5%	6.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.466[a]	4	.113
Likelihood Ratio	7.839	4	.098
Linear-by-Linear Association	.211	1	.646
N of Valid Cases	80		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is 2.44.

Gender * Purchase Tickets Crosstabulation

			Through the theater	Moviepass	Fandango	Other	Total
				Purchase Tickets			
Gender	male	Count	31	5	4	1	41
		% within Gender	75.6%	12.2%	9.8%	2.4%	100.0%
	female	Count	28	4	6	1	39
		% within Gender	71.8%	10.3%	15.4%	2.6%	100.0%
Total		Count	59	9	10	2	80
		% within Gender	73.8%	11.3%	12.5%	2.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.614[a]	3	.893
Likelihood Ratio	.617	3	.893
Linear-by-Linear Association	.287	1	.592
N of Valid Cases	80		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .98.

Gender * Snack Bar Crosstabulation

						Snack Bar				
			Popcorn	Candy	Pop	Pizza	Nachos	Icee	Other	Total
Gender	male	Count	25	1	7	2	3	1	2	41
		% within Gender	61.0%	2.4%	17.1%	4.9%	7.3%	2.4%	4.9%	100.0%
	female	Count	26	6	3	0	3	0	1	39
		% within Gender	66.7%	15.4%	7.7%	0.0%	7.7%	0.0%	2.6%	100.0%
Total		Count	51	7	10	2	6	1	3	80
		% within Gender	63.7%	8.8%	12.5%	2.5%	7.5%	1.3%	3.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.480[a]	6	.205
Likelihood Ratio	10.076	6	.121
Linear-by-Linear Association	1.520	1	.218
N of Valid Cases	80		

a. 11 cells (78.6%) have expected count less than 5. The minimum expected count is .49.

Gender * Souvenirs@ snack bar Crosstabulation

			Souvenirs@ snack bar				
			very likely	Somewhat likely	Unsure	Not likely	Total
Gender	male	Count	6	13	6	16	41
		% within Gender	14.6%	31.7%	14.6%	39.0%	100.0%
	female	Count	8	8	11	12	39
		% within Gender	20.5%	20.5%	28.2%	30.8%	100.0%
Total		Count	14	21	17	28	80
		% within Gender	17.5%	26.3%	21.3%	35.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.470[a]	3	.325
Likelihood Ratio	3.505	3	.320
Linear-by-Linear Association	.123	1	.725
N of Valid Cases	80		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.82.

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Appendix H

Survey Instrument

Hello! Thank you for taking the time to answer the survey!

Question 1: Would you consider yourself a Marvel film franchise fan?
1. Yes
2. No

Question 2: What do you look forward to most in a Marvel film?
1. Action
2. Storyline
3. Loyalty to the comics
4. Romance
5. Superhuman powers
6. Character arcs
7. Special Effects
8. Storylines which combine more than one superhero

Question 3: How many Marvel films do you own?
1. 1 - 4
2. 5 - 9
3. 10-14
4. 15 and up
5. I do not own any of the films

Question 4: As you may know on April, 27th Avengers: Infinity War is opening in theaters. How likely are you to attend a show opening weekend?
1. I already have my tickets
2. Very likely
3. Somewhat likely
4. Unsure
5. Not attending

Question 5: Where do you typically buy your movie tickets?
1. Through the theatre
2. Moviepass
3. Fandango
4. Other

Question 6: What is your number one purchase at the snack bar?
1. Popcorn
2. Candy
3. Pop
4. Pretzel bites
5. Pizza
6. Nachos
7. Icee
8. Other

Question 7: How likely are you to purchase collector edition souvenirs (popcorn tubs, cups, etc.) at the snack bar?
1. Very likely
2. Somewhat likely
3. Unsure
4. Not likely

Question 8: On what platforms would you engage with a Marvel film? Please check all that apply.
1. Facebook
2. Instagram
3. Twitter
4. Snapchat
5. Website

Question 9: What gender do you identify with?
1. Male
2. Female

Question 10: What is your age?
1. 18 - 34
2. 35 - 54
3. 55 and older

Question 11: What is the highest level of education you have received?
1. High-school or less
2. Some college
3. Bachelor's Degree
4. Postgraduate degree
5. Technical/Vocational school

Question 12: Please specify your ethnicity
1. White
2. Hispanic or Latino
3. Black or African American
4. American Indian
5. Asian/Pacific Islander
6. Two or more races