

Friday, 21 September 2018

Wonder Woman top superhero for Young Australians

Wonder Woman is now the favourite superhero for Australian kids. An estimated 368,000 kids aged 6-13 years old in the year to June 2018 pick Wonder Woman as their favourite superhero flying ahead of former leader Batman on 303,000 new research from Roy Morgan reveals.

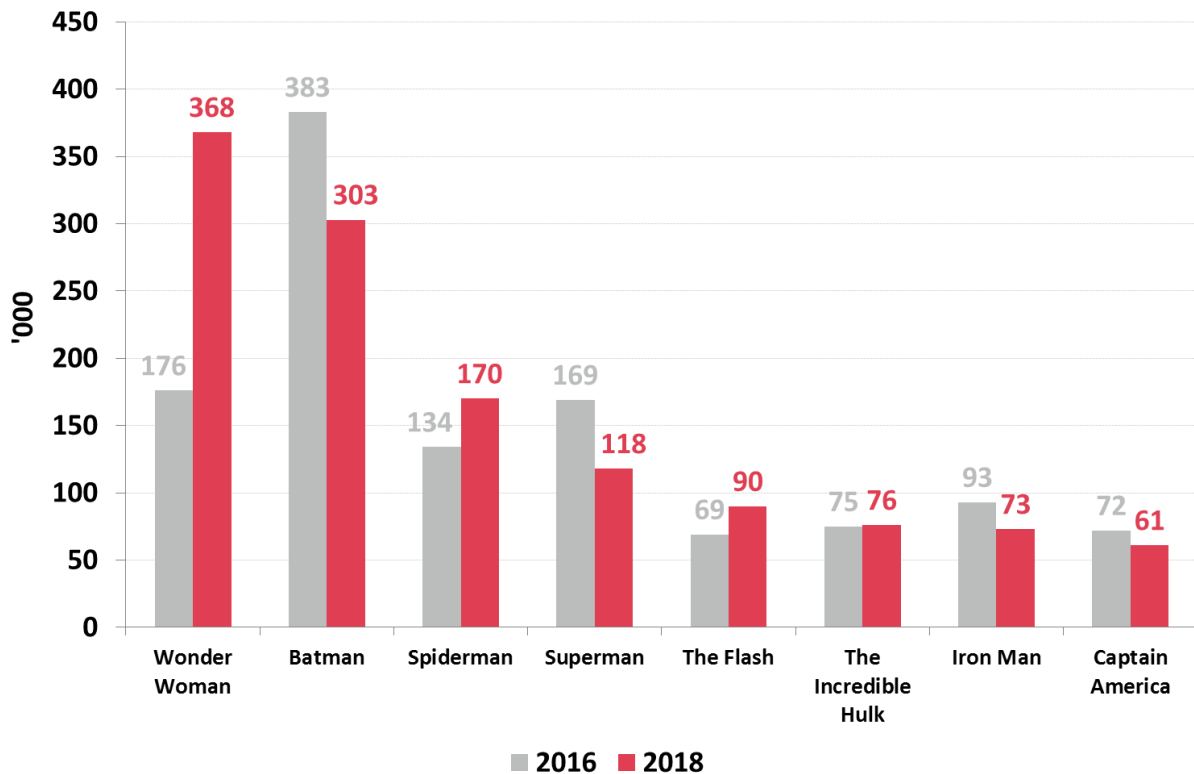
Wonder Woman's popularity as a superhero more than doubled over the past two years (up by 192,000 to 368,000) following the release of the highly successful Wonder Woman film in 2017. Wonder Woman brought in over \$US820 million in 2017 as the seventh highest grossing movie worldwide.

In contrast DC Comics stablemate Batman fell in popularity over the last two years, down 80,000 to 303,000. Overall DC Comics characters filled four of the top five superhero spots with Superman in fourth on 118,000 and The Flash in fifth on 90,000.

The top rating superhero for rival Marvel comics was Spiderman picked by 170,000 Aussie kids and up an impressive 36,000 from two years ago. Three other Marvel comics superheroes made the top 8 favourite superheroes for Australian kids in 2018 including The Incredible Hulk on 76,000, Iron Man on 73,000 and Captain America on 61,000.

These are the latest findings from the Roy Morgan Young Australian Survey.

Top 8 Favourite Superheroes for Australian kids aged 6-13 – 2016 cf. 2018



Source: Roy Morgan Young Australian Survey, 12 months to June 2016, n=2,876 and 12 months to June 2018, n=2,527.
Base: Australians 6-13.

Michele Levine, CEO, Roy Morgan, says the increasing popularity of Wonder Woman with young Australians is a great sign with female-centred superhero films Captain Marvel and Wonder Woman 2 set to be released in 2019:

“Young Australians (aged 6-13) have nominated Wonder Woman as their favourite superhero in 2018 with the DC Comics superhero overtaking stablemate Batman in the last two years.

“The ‘cool’ factor for Wonder Woman more than doubled since 2016 with 368,000 Aussie kids picking Wonder Woman as a favourite superhero in 2018, up by 192,000 since 2016. Batman was a clear second place picked by 303,000 Aussie kids, but this was down 80,000 from 2016.

“The top 8 superheroes for Aussie kids in 2018 was evenly split between DC Comics and Marvel Comics although DC Comics took out four of the top five spots with Superman in fourth picked by 118,000 kids and The Flash in fifth picked by 90,000 kids.

“The leading Marvel Comics superheroes are Spiderman, picked by 170,000 Aussie kids, followed by the Incredible Hulk picked by 76,000 kids, Iron Man picked by 73,000 kids and Captain America picked by 61,000 kids.

“The profile of Marvel Comics is set to rise substantially in Australia with the new sponsorship of Melbourne’s Docklands stadium – renamed as Marvel Stadium earlier this month. Marvel Stadium hosts over 40 AFL games per year as well as being the home-ground for the Big Bash cricket team the Melbourne Renegades in Summer.

“The huge success for Wonder Woman, which grossed \$25 million at the Australian box office in 2017, augurs well for Marvel’s own female-centred superhero film Captain Marvel which is set to be released early in the New Year.

“Roy Morgan’s [Understanding Young Australians Report](#) looks at all aspects of a young Australian’s life. With ongoing surveying you can see how their attitudes and activities are changing over time. Included in the full report you will receive findings on the [time they spend on activities](#); [mobile phone usage](#); [what they think](#); [their media consumption](#) and [finance and retail habits](#).”

To learn more about Roy Morgan’s Young Australian Survey, call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com.

Please click on this link to the [Roy Morgan Online Store](#).

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

