

Tuesday, 10 November 2020

Spiderman & Wonder Woman are the most popular superheroes for kids in 2020

Spiderman has leapt into first place as Australia's favourite superhero for kids aged 6-13 years old after over-taking previous favourite Wonder Woman. An estimated 335,000 Aussie kids picked Spiderman as their favourite superhero in the year to June 2020, up a stunning 165,000 compared to two years ago.

Wonder Woman is in a clear second place picked by 260,000 kids, down 108,000 on two years ago, ahead of caped superhero Batman which was chosen by 211,000 - down 92,000 on 2018, new research from Roy Morgan reveals.

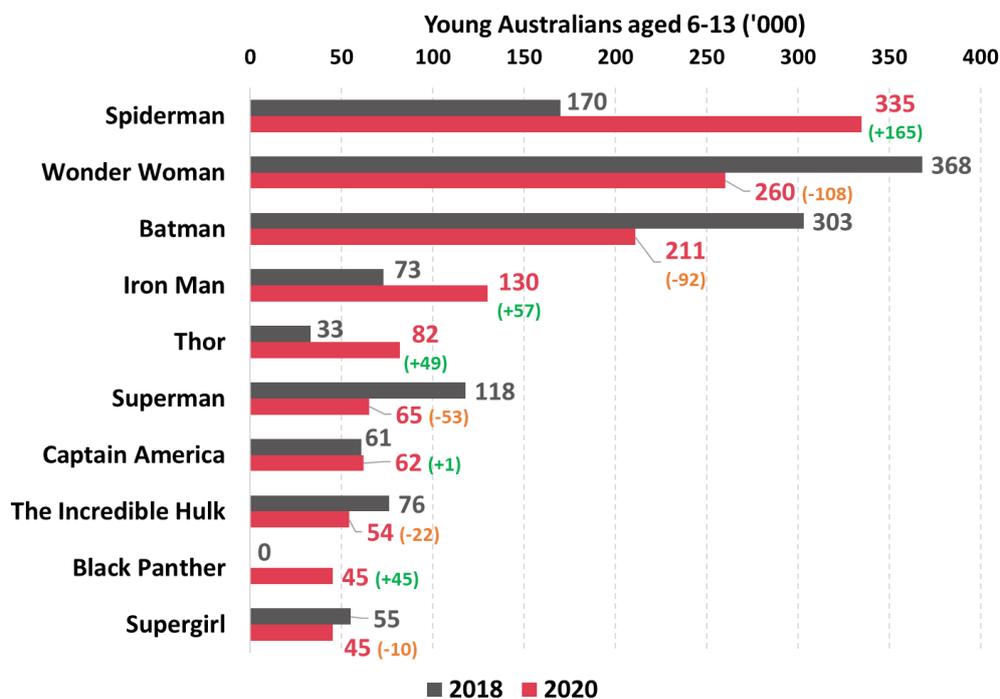
Boys get behind Spiderman while girls stick with Wonder Woman

Spiderman is far and away the most popular superhero for boys with Peter Parker's alter-ego picked by 232,000 boys in 2020, up a massive 107,000 from two years ago. Spiderman was also picked by 102,000 girls. Wonder Woman's gender split is far starker with the daughter of Queen Hippolyta and Zeus picked by 257,000 girls but only 3,000 boys.

The top ten list of superheroes is dominated by Marvel Comics with six characters compared to four created by rival DC Comics. As well as the most popular superhero Spiderman other Marvel Comics superheroes to figure prominently include Iron Man on 130,000, Thor on 82,000, Captain America on 62,000, The Incredible Hulk on 54,000 and newcomer Black Panther on 45,000.

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

Top 10 Favourite Superheroes for Australian kids aged 6-13 – 2018 cf. 2020



Source: Roy Morgan Young Australian Survey, 12 months to June 2018, n=2,527 and 12 months to June 2020, n=2,083. **Base:** Australians 6-13.

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Michele Levine, CEO, Roy Morgan, says Spiderman has jumped into the number one spot in 2020 as the favourite superhero of Aussie kids following two big films released in the last year edging previous leader Wonder Woman into second place:

“Spiderman has knocked Wonder Woman off the ‘superhero throne’ with 335,000 Young Australians aged 6-13 years old picking the Marvel Comics superhero as their favourite in 2020, almost double the result of two years ago following a substantial increase of 165,000.

“The table-topping effort follows the tremendous success of Spiderman: Far From Home and Avengers Endgame, both released in 2019, which grossed over \$120 million at the Australian box office between them. Avengers Endgame is the third highest grossing film in Australian cinema history.

“Wonder Woman’s two-year reign as Australia’s top superhero has come to an end for the moment after being picked by 260,000 Aussie kids in 2020 although the much-anticipated sequel, Wonder Woman 1984, is set for release in the near future when the COVID-19 pandemic subsides.

“There is a defined gender split for the two leading superheroes with 232,000 boys selecting Spiderman compared to 102,000 girls while an impressive 257,000 girls picked Wonder Woman compared to only 3,000 boys. Wonder Woman’s appeal amongst girls means the Amazon Princess, also known as Diana Prince, is by far the most popular superhero for either gender alone.

“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

