

Table 1: Dimensions of the Sacred

1	Special	unique, important, extraordinary
2	Holy	hallowed, blessed, worshipped; not to be desecrated
3	Powerful	potent; garners respect, fear, awe
4	Transcendent/Absolute	above and beyond individual, everyday affairs
5	Inspiring	empowers and motivates; evokes emotion
6	Meaning	source of essential values and purpose
7	Identity	shapes collective affiliation and personal identity
<i>Profane</i>		<i>mundane, idiosyncratic, sacrilegious</i>

Sources: Durkheim ([1912] 1995), Laderman (2009), Lynch (2012a, 2012b), Pickering (1984), Smith (2014, 2017)

Table 2: Survey Distribution

Convention	Date	Location	# of Respondents
Keystone Comic-Con	Sept. 2018	Philadelphia, Pennsylvania	98
Bmore Into Comics	Dec. 2018	Baltimore, Maryland	7
Virginia Comic-Con	Jan. 2019	Fairfax, Virginia	35
Awesome Con	Apr. 2019	Washington D.C.	187
Cosmic Comix (comic book store)	Oct. 2019	Catonsville, Maryland	29
Flame Con	Aug. 2022	New York City	112
Online survey	ongoing	online	40

Table 3: Demographic Data

Variable	Category	# of Responses ¹	Percentage
Age	18 - 29	215	42%
	30 - 39	146	29%
	40 - 49	86	17%
	50 - 59	44	9%
	60 - 69	14	3%
	70 - 79	1	<1%
	Gender²	female	231
male		233	46%
non-binary/third gender		46	9%
other (prefer to self-describe) ³		6	1%
Race/Ethnicity	White/Caucasian	354	70%
	African American/Black American/Black	49	10%
	Asian/Asian American	53	10%
	Latino(a)/Hispanic	72	14%
	Native American/American Indian/Alaska Native	3	<1%
	other (prefer to self-describe) ⁴	14	3%
	Education	no formal education	1
elementary or junior high school		2	<1%
high school/GED degree		97	19%
associate's degree (2-year college)		53	10%
bachelor's degree (4-year college)		189	37%
graduate degree (master's, professional, doctoral)		165	33%
Income		less than \$25,000	113
	\$25,000 - \$49,999	141	29%
	\$50,000 - \$74,999	99	20%
	\$75,000 - \$99,999	48	10%
	\$100,000 - \$124,999	44	9%
	\$125,000 - \$150,000	21	4%
	More than \$150,000	26	5%

¹ Due to missing values, the denominator is the total number of *responses* to the question not the total number of respondents to the survey.

² Since respondents can choose more than one gender or race, the percentages for these variables exceed 100.

³ Other = Trans man, Questioning, Trans, Genderqueer, Agender.

⁴ Other = Biracial/Multicultural, Mixed (2), Pacific Islander (2), Asian/Hispanic, Indian/Portuguese, Multi-Racial, Central/Eastern European, Mizrahi, South Asian, Italian/Mediterranean, Semitic, Jewish.

Table 4: Sacred Experiences¹

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Being a fan of my favorite interests...					
Q7: involves experiences that occupy a unique and special place in my life	46%	43%	9%	2%	1%
N = 507	89%		12%		
Q8: gives me purpose and inspires me to live my life a particular way	25%	38%	28%	9%	1%
N = 506	63%		38%		
Q9: has taught me important values and provided moral direction in my life	28%	36%	26%	7%	3%
N = 506	64%		36%		
Q11: involves something powerful and important that deserves my attention and respect	20%	31%	41%	7%	1%
N = 505	51%		49%		
Q13: has inspired me to believe in something, or made me feel like I was part of something, larger and more important than myself	25%	35%	31%	8%	1%
N = 505	60%		40%		

¹ The percentages for Q7 and Q8 exceed 100 due to rounding.

Table 5: Question 10 Themes (N = 318)

Theme Name¹	Freq of Mention²	% of Total²
Inclusivity and Diversity	88	28%
Morality	56	18%
Fandom or Media inspiration	49	15%
Advocacy and Engagement	47	15%
Compassion and Consideration	43	14%
Self-Growth and Development	41	13%
Comradery	41	13%
Community	37	12%
Openness	26	8%
Perseverance	25	8%
Heroism	16	5%
Creativity	15	5%
Optimism	14	4%
Other	14	4%
Enjoyment	11	3%
Honor	9	3%
Communication	8	3%
Fulfillment or Purpose	7	2%
Responsibility	6	2%
Adventure	4	1%

¹Coding scheme available upon request.

²The total number of written responses to Question 10 was 318. However, more than one theme can be coded (or mentioned) for each response. Therefore, the frequency of mention exceeds 318, and the % of total mentions exceeds 100.

Table 6: Question 12 Themes (N = 247)

Theme Name¹	Freq of Mention²	% of Total²
Creativity/ Creative Product	66	27%
Fan Community	63	26%
Fandom or Media Inspiration	42	17%
Self-Development, Direction, or Enrichment	31	13%
Emotional Experience	31	13%
Human Connections/ Togetherness	30	12%
Openness, Inclusion, and Diversity	24	10%
Values/ Virtues	23	9%
Other	21	9%
Coping	15	6%
Belonging	10	4%
Escapism	10	4%
Possible Futures	7	3%
Advocacy and Engagement	4	2%

¹Coding scheme available upon request.

²The total number of written responses to Question 12 was 247. However, more than one theme can be coded (or mentioned) for each response. Therefore, the frequency of mention exceeds 247, and the % of total mentions exceeds 100.

Table 7: Question 14 Themes (N = 288)

Theme Name¹	Freq of Mention²	% of Total²
Fan Community	152	53%
Fandom or Media inspiration	42	15%
Close-knit bonds	31	11%
Inclusivity and Diversity	28	10%
Self-Growth and Development	28	10%
Creativity	25	9%
Morality	24	8%
This-worldly unity, solidarity, or collective experience	24	8%
Advocacy and Engagement	22	8%
Belonging	22	8%
Other	15	5%
Openness	11	4%
Compassion and Consideration	7	2%
Other-worldly unity, solidarity, or collective experience	7	2%
Enjoyment	7	2%
Optimism	5	2%

¹Coding scheme available upon request.

²The total number of written responses to Question 14 was 288. However, more than one theme can be coded (or mentioned) for each response. Therefore, the frequency of mention exceeds 288, and the % of total mentions exceeds 100.