

YouGov Survey Results

Sample Size: 1647 GB Adults
Fieldwork: 17th - 18th September 2015

	Gender		Age				Social Grade		Region					Go to Cinema		
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Frequently	Not Frequently
Weighted Sample	1358	712	646	158	321	471	408	808	550	170	436	294	333	125	457	862
Unweighted Sample	1357	695	662	92	256	532	477	914	443	152	452	297	313	143	456	859
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often do you go to the cinema?

Every week	1	2	1	3	2	1	1	1	1	3	1	1	1	2	4	0
Most weeks	1	1	1	2	0	1	1	1	0	2	1	0	1	1	2	0
More than once a month	3	3	2	3	4	2	1	3	2	3	3	1	4	8	0	
Around once a month	9	10	8	16	10	9	6	11	7	10	9	8	10	11	27	0
Once every 2-3 months	20	19	21	34	25	16	13	24	14	23	21	19	18	14	59	0
More than once a year	15	13	17	18	18	15	12	16	14	14	16	12	18	14	0	24
Once a year or less	47	49	46	17	38	52	62	40	57	40	46	52	46	52	0	76
Don't know	4	3	5	8	3	4	4	3	5	4	4	4	5	2	0	0

Would you say that movies these days are generally too long, about the right length or too short?

Much too long	4	4	3	1	4	5	3	4	4	6	4	3	3	2	3	4
Slightly too long	16	14	18	24	20	14	13	18	14	18	14	16	18	18	21	15
TOTAL TOO LONG	20	18	21	25	24	19	16	22	18	24	18	19	21	20	24	19
About the right length	58	58	58	58	65	60	49	58	58	59	59	58	57	53	70	53
Slightly too short	4	5	3	5	4	3	4	4	3	4	5	3	2	7	4	4
Much too short	1	1	1	2	1	0	1	1	1	0	2	1	1	1	0	1
TOTAL TOO SHORT	5	6	4	7	5	3	5	5	4	4	7	4	3	8	4	5
Don't know	18	18	18	10	6	18	31	16	20	14	16	20	19	19	2	22

What would you say is the ideal length for a movie?

0-30 minutes	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0
31-60 minutes	1	1	0	0	1	0	0	0	1	0	1	0	0	1	1	1
61-90 minutes	10	8	12	10	8	11	11	9	11	12	9	7	13	10	8	12
91-120 minutes	44	42	46	49	50	44	37	46	42	46	44	44	45	39	53	42
121-150 minutes	23	25	20	23	22	24	21	24	21	19	22	25	23	23	25	22
151-180 minutes	8	10	6	8	9	9	7	9	7	7	9	6	8	9	7	9
181-210 minutes	4	4	4	2	3	3	6	4	4	4	4	6	2	3	3	4
211-240 minutes	1	1	1	0	1	1	1	1	1	1	1	0	1	2	1	1
Over 240 minutes	1	1	0	1	1	0	1	0	1	0	1	1	0	2	0	1
Don't know	9	8	10	7	5	7	15	7	11	8	9	9	8	10	3	9