

YouGov Survey Results

Sample Size: 1922 GB Adults
Fieldwork: 21st - 22nd May 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample 1922	x	x	x	x	584	465	351	932	990	229	486	657	550	1096	826	246	625	411	473	167	
Unweighted Sample 1922	491	543	130	243	561	476	359	929	993	198	399	751	574	1298	624	273	621	366	449	213	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following new movies coming out in cinemas soon have you HEARD anything about? Please tick all that apply

X MEN: DAYS OF FUTURE PAST (12A)Directed by:Bryan Singer Starring:Patrick StewartIan McKellenHugh Jackman	48	48	49	47	47	44	43	51	51	45	68	57	51	29	47	49	53	47	42	49	57
MALEFICENT (PG)Directed by:Robert Stromberg Starring:Angelina JolieElle FanningSharlto Copley	40	39	41	34	31	38	38	39	35	44	56	48	41	24	41	38	49	41	30	39	47
GRACE OF MONACO (PG)Directed by:Olivier Dahan Starring:Nicole KidmanTim RothAndré Penvern	39	46	40	43	38	45	39	41	31	46	21	26	43	53	42	35	41	43	34	38	33
POSTMAN PAT THE MOVIE (U)Directed by:Mike Disa Starring:David TennantRupert GrintJim Broadbent	39	38	44	34	34	36	39	44	35	43	36	51	38	31	40	38	40	39	33	42	43
A MILLION WAYS TO DIE IN THE WEST (15)Directed by:Seth MacFarlane Starring:Seth MacFarlaneCharlize TheronLiam Neeson	22	23	19	20	22	20	16	21	25	19	39	28	19	12	21	22	29	18	19	23	29
22 JUMP STREET (TBC)Directed by:Phil LordChristopher Miller Starring:Channing TatumJonah HillIce Cube	21	21	24	11	14	16	17	17	22	19	54	29	16	5	20	21	26	18	21	19	29
BLENDED (12A)Directed by:Frank Coraci Starring:Adam SandlerDrew BarrymoreWendi McLendon-Covey	20	18	18	16	21	16	20	15	17	22	30	28	18	9	18	22	24	18	15	21	26
EDGE OF TOMORROW (12A)Directed by:Doug Liman Starring:Tom CruiseEmily BluntBill Paxton	14	14	15	8	13	14	11	13	19	9	18	19	16	6	14	14	18	14	12	13	17
FADING GIGOLO (15)Directed by:John Turturro Starring:John TurturroWoody AllenSharon Stone	8	9	10	11	2	7	8	8	8	8	10	9	8	7	8	8	16	7	6	5	12
BELLE (12A)Directed by:Amma Asante Starring:Gugu Mbatha-RawMatthew GoodeEmily Watson	6	6	8	4	4	6	6	6	3	8	12	4	4	7	5	6	9	7	5	4	2
LEGENDS OF OZ: DOROTHY'S RETURN (U)Directed by:Will FinnDan St. Pierre Starring:Lea MicheleKelsey GrammerDan Aykroyd	5	5	7	3	2	4	6	3	4	7	6	8	5	4	5	6	10	7	2	4	5
OCULUS (TBC)Directed by:Mike Flanagan Starring:Karen GillanBrenton ThwaitesKatee Sackhoff	4	3	4	3	3	3	4	4	5	3	6	6	2	3	3	4	4	3	3	5	5
JIMMY'S HALL (12A)Directed by:Ken Loach Starring:Barry WardSimone KirbyAndrew Scott	4	3	6	5	4	3	5	4	3	5	4	3	5	5	5	3	7	4	5	2	5
DEVIL'S KNOT (15)Directed by:Atom Egoyan Starring:Dane DeHaanReese WitherspoonColin Firth	3	2	4	3	2	2	4	2	4	2	3	4	2	3	4	2	5	2	3	3	2
THE YOUNG AND PRODIGIOUS T.S. SPIVET (TBC)Directed by:Jean-Pierre Jeunet Starring:Helena Bonham CarterRobert MailletJudy Davis	3	2	4	4	2	1	3	4	3	3	4	3	2	2	2	3	4	2	1	4	2
RUN & JUMP (15)Directed by:Steph Green Starring:Maxine PeakeEdward MacLiamWill Forte	2	2	4	1	2	1	4	1	1	3	4	2	2	2	2	3	3	2	2	3	1
None of these	15	14	13	21	15	16	16	16	18	12	10	11	15	21	15	14	9	16	19	15	10
Don't know	3	4	3	2	2	3	4	2	4	2	2	1	4	5	3	3	3	3	3	4	4

YouGov Survey Results

Sample Size: 1922 GB Adults
Fieldwork: 21st - 22nd May 2014



	How often do you go to the cinema?		Cinema in next 7 days		
	Total	Frequently	Not Frequently	Total Definitely /Probably	Total Probably Not/Definitely Not
Weighted Sample	1922	742	1107	324	1504
Unweighted Sample	1922	752	1108	309	1522
	%	%	%	%	%

Which of the following new movies coming out in cinemas soon have you HEARD anything about? Please tick all that apply

X MEN: DAYS OF FUTURE PAST (12A)Directed by:Bryan Singer Starring:Patrick StewartIan McKellenHugh Jackman	48	62	41	70	44
MALEFICENT (PG)Directed by:Robert Stromberg Starring:Angelina JolieElle FanningSharlto Copley	40	51	34	58	36
GRACE OF MONACO (PG)Directed by:Olivier Dahan Starring:Nicole KidmanTim RothAndré Penvern	39	44	37	42	39
POSTMAN PAT THE MOVIE (U)Directed by:Mike Disa Starring:David TennantRupert GrintJim Broadbent	39	46	35	50	37
A MILLION WAYS TO DIE IN THE WEST (15)Directed by:Seth MacFarlane Starring:Seth MacFarlaneCharlize TheronLiam Neeson	22	31	16	38	18
22 JUMP STREET (TBC)Directed by:Phil LordChristopher Miller Starring:Channing TatumJonah HillIce Cube	21	33	14	45	17
BLENDED (12A)Directed by:Frank Coraci Starring:Adam SandlerDrew BarrymoreWendi McLendon-Covey	20	27	15	32	17
EDGE OF TOMORROW (12A)Directed by:Doug Liman Starring:Tom CruiseEmily BluntBill Paxton	14	21	10	29	11
FADING GIGOLO (15)Directed by:John Turturro Starring:John TurturroWoody AllenSharon Stone	8	12	6	14	7
BELLE (12A)Directed by:Amma Asante Starring:Gugu Mbatha-RawMatthew GoodeEmily Watson	6	10	3	13	4
LEGENDS OF OZ: DOROTHY'S RETURN (U)Directed by:Will FinnDan St. Pierre Starring:Lea MicheleKelsey GrammerDan Aykroyd	5	8	4	13	4
OCULUS (TBC)Directed by:Mike Flanagan Starring:Karen GillanBrenton ThwaitesKatee Sackhoff	4	6	2	9	3
JIMMY'S HALL (12A)Directed by:Ken Loach Starring:Barry WardSimone KirbyAndrew Scott	4	6	3	6	4
DEVIL'S KNOT (15)Directed by:Atom Egoyan Starring:Dane DeHaanReese WitherspoonColin Firth	3	4	2	8	2
THE YOUNG AND PRODIGIOUS T.S. SPIVET (TBC)Directed by:Jean-Pierre Jeunet Starring:Helena Bonham CarterRobert MailletJudy Davis	3	5	1	7	2
RUN & JUMP (15)Directed by:Steph Green Starring:Maxine PeakeEdward MacLiamWill Forte	2	4	1	8	1
None of these	15	5	21	2	18
Don't know	3	1	4	1	3

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1922	x	x	x	x	584	465	351	932	990	229	486	657	550	1096	826	246	625	411	473	167	
Unweighted Sample	1922	491	543	130	243	561	476	359	929	993	198	399	751	574	1298	624	273	621	366	449	213	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Looking at the same list, which movies (if any) would you LIKE to see?

X MEN: DAYS OF FUTURE PAST (12A)Directed by:Bryan Singer Starring:Patrick StewartIan McKellenHugh Jackman	34	33	33	33	32	31	31	33	42	27	43	44	38	18	32	38	36	31	30	39	41
MALEFICENT (PG)Directed by:Robert Stromberg Starring:Angelina JolieElle FanningSharlto Copley	22	19	22	14	19	20	22	19	16	27	28	25	25	13	21	23	23	21	17	26	21
EDGE OF TOMORROW (12A)Directed by:Doug Liman Starring:Tom CruiseEmily BluntBill Paxton	20	18	18	15	24	20	17	17	30	10	19	21	26	12	18	23	22	17	19	22	23
A MILLION WAYS TO DIE IN THE WEST (15)Directed by:Seth MacFarlane Starring:Seth MacFarlaneCharlize TheronLiam Neeson	20	22	20	21	19	16	18	21	24	16	35	25	17	13	20	19	22	17	18	22	31
GRACE OF MONACO (PG)Directed by:Olivier Dahan Starring:Nicole KidmanTim RothAndré Penvern	16	19	17	15	16	17	20	16	9	24	11	11	14	26	16	17	16	20	17	14	10
DEVIL'S KNOT (15)Directed by:Atom Egoyan Starring:Dane DeHaanReese WitherspoonColin Firth	15	17	15	14	17	15	14	17	13	17	16	10	15	19	16	14	19	16	12	14	16
22 JUMP STREET (TBC)Directed by:Phil LordChristopher Miller Starring:Channing TatumJonah HillIce Cube	15	15	15	8	11	10	12	13	17	14	40	22	12	3	14	17	17	11	17	16	26
BLENDED (12A)Directed by:Frank Coraci Starring:Adam SandlerDrew BarrymoreWendi McLendon-Covey	14	15	14	11	16	12	15	13	10	19	20	19	15	7	12	18	17	14	15	15	11
BELLE (12A)Directed by:Amma Asante Starring:Gugu Mbatha-RawMatthew GoodeEmily Watson	12	13	13	11	10	12	13	17	5	19	13	8	13	16	12	13	14	17	10	9	8
OCULUS (TBC)Directed by:Mike Flanagan Starring:Karen GillanBrenton ThwaitesKatee Sackhoff	11	7	12	7	14	8	11	11	11	10	12	13	13	6	10	12	7	11	8	13	16
RUN & JUMP (15)Directed by:Steph Green Starring:Maxine PeakeEdward MacLiamWill Forte	10	9	12	7	8	8	12	13	7	12	10	8	9	11	9	10	10	12	8	9	7
JIMMY'S HALL (12A)Directed by:Ken Loach Starring:Barry WardSimone KirbyAndrew Scott	9	8	10	16	8	7	10	16	6	12	7	5	10	11	10	8	11	10	8	6	9
THE YOUNG AND PRODIGIOUS T.S. SPIVET (TBC)Directed by:Jean-Pierre Jeunet Starring:Helena Bonham CarterRobert MailletJudy Davis	8	8	8	9	6	6	7	11	7	9	9	11	6	8	8	8	9	9	6	8	7
FADING GIGOLO (15)Directed by:John Turturro Starring:John TurturroWoody AllenSharon Stone	7	9	7	10	4	8	6	8	7	8	7	9	6	7	8	6	13	8	6	3	8
LEGENDS OF OZ: DOROTHY'S RETURN (U)Directed by:Will FinnDan St. Pierre Starring:Lea MicheleKelsey GrammerDan Aykroyd	6	6	7	2	4	6	9	3	3	9	5	7	7	5	5	7	7	7	7	5	4
POSTMAN PAT THE MOVIE (U)Directed by:Mike Disa Starring:David TennantRupert GrintJim Broadbent	5	5	6	3	4	5	5	5	4	7	4	10	4	4	5	6	5	5	6	7	3
None of these	15	16	14	18	19	16	15	15	18	13	12	10	15	22	16	14	11	15	16	19	14
Don't know	6	6	5	6	4	6	6	6	6	5	3	4	7	7	6	6	5	6	6	6	4

	How often do you go to the cinema?		Cinema in next 7 days		
	Total	Frequently	Not Frequently	Total Definitely /Probably	Total Probably Not/Definitely Not
Weighted Sample	1922	742	1107	324	1504
Unweighted Sample	1922	752	1108	309	1522
	%	%	%	%	%

Looking at the same list, which movies (if any) would you LIKE to see?

X MEN: DAYS OF FUTURE PAST (12A)Directed by:Bryan Singer Starring:Patrick StewartIan McKellenHugh Jackman	34	43	28	51	30
MALEFICENT (PG)Directed by:Robert Stromberg Starring:Angelina JolieElle FanningSharlto Copley	22	28	18	30	20
EDGE OF TOMORROW (12A)Directed by:Doug Liman Starring:Tom CruiseEmily BluntBill Paxton	20	24	17	31	17
A MILLION WAYS TO DIE IN THE WEST (15)Directed by:Seth MacFarlane Starring:Seth MacFarlaneCharlize TheronLiam Neeson	20	27	15	28	18
GRACE OF MONACO (PG)Directed by:Olivier Dahan Starring:Nicole KidmanTim RothAndré Penvern	16	19	16	24	15
DEVIL'S KNOT (15)Directed by:Atom Egoyan Starring:Dane DeHaanReese WitherspoonColin Firth	15	17	14	17	15
22 JUMP STREET (TBC)Directed by:Phil LordChristopher Miller Starring:Channing TatumJonah HillIce Cube	15	24	9	31	12
BLENDED (12A)Directed by:Frank Coraci Starring:Adam SandlerDrew BarrymoreWendi McLendon-Covey	14	19	11	21	12
BELLE (12A)Directed by:Amma Asante Starring:Gugu Mbatha-RawMatthew GoodeEmily Watson	12	15	11	17	11
OCULUS (TBC)Directed by:Mike Flanagan Starring:Karen GillanBrenton ThwaitesKatee Sackhoff	11	13	9	15	10
RUN & JUMP (15)Directed by:Steph Green Starring:Maxine PeakeEdward MacLiamWill Forte	10	11	8	11	9
JIMMY'S HALL (12A)Directed by:Ken Loach Starring:Barry WardSimone KirbyAndrew Scott	9	12	7	13	8
THE YOUNG AND PRODIGIOUS T.S. SPIVET (TBC)Directed by:Jean-Pierre Jeunet Starring:Helena Bonham CarterRobert MailletJudy Davis	8	12	5	13	7
FADING GIGOLO (15)Directed by:John Turturro Starring:John TurturroWoody AllenSharon Stone	7	12	4	12	6
LEGENDS OF OZ: DOROTHY'S RETURN (U)Directed by:Will FinnDan St. Pierre Starring:Lea MicheleKelsey GrammerDan Aykroyd	6	7	6	11	5
POSTMAN PAT THE MOVIE (U)Directed by:Mike Disa Starring:David TennantRupert GrintJim Broadbent	5	6	5	8	5
None of these	15	6	21	3	18
Don't know	6	2	8	2	7

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Weighted Sample	1922	x	x	x	x	584	465	351	932	990	229	486	657	550	1096	826	246	625	411	473	167	
Unweighted Sample	1922	491	543	130	243	561	476	359	929	993	198	399	751	574	1298	624	273	621	366	449	213	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were to go to the cinema in the next SEVEN DAYS, which movie do you think it is most likely that you will see?

X-Men: Days Of Future Past	18	21	16	19	15	20	17	15	22	14	27	23	20	8	17	20	16	19	17	18	20
The Grand Budapest Hotel	7	10	6	9	5	8	5	10	6	8	7	4	7	9	7	6	10	8	8	4	5
Godzilla (2014)	6	4	7	3	7	5	5	8	9	3	11	8	6	1	7	4	7	4	5	8	9
Pompeii	5	5	5	7	7	7	6	4	4	6	1	3	6	7	6	4	5	5	6	4	5
Bad Neighbours	4	5	4	0	4	4	5	2	3	6	9	4	5	2	4	5	5	4	3	5	5
The Other Woman (2014)	4	3	3	2	9	3	5	3	1	6	6	6	2	2	3	5	4	5	3	4	2
Noah	4	3	5	3	4	3	5	2	4	4	1	3	4	5	3	5	5	3	2	4	7
Postman Pat The Movie	2	3	2	1	2	2	1	1	2	1	0	3	1	1	2	1	1	1	3	2	1
The Amazing Spider-Man 2	2	2	3	2	2	2	1	2	3	2	3	3	3	0	2	3	1	1	3	4	1
Captain America: The Winter Soldier	2	2	1	5	3	2	3	3	4	1	4	4	2	1	2	3	2	2	3	2	4
Frozen (2013)	2	1	3	3	2	1	2	2	1	3	3	3	2	2	3	2	1	2	3	2	2
Blended	1	1	1	0	3	1	1	0	0	2	1	1	1	0	1	1	2	1	1	1	2
Fading Gigolo	1	1	1	1	0	0	1	1	1	0	0	1	1	1	1	0	2	0	0	1	0
Legends Of Oz: Dorothy's Return	1	1	1	3	1	1	1	0	1	1	0	0	1	2	1	1	1	1	2	1	0
Run & Jump	1	0	2	2	2	1	1	1	1	1	1	1	1	2	1	1	0	1	1	2	0
Rio 2	1	1	1	2	0	1	1	2	1	1	2	2	1	0	1	1	1	1	0	1	1
Muppets Most Wanted	1	1	1	0	1	1	1	2	0	1	0	1	1	1	1	0	1	1	0	1	2
The Two Faces of January	1	1	1	2	1	1	1	1	1	1	1	0	1	2	1	0	2	1	1	0	2
The Lego Movie	1	2	1	2	1	2	1	2	1	1	0	3	2	0	1	1	2	1	1	1	1
Mr. Peabody & Sherman	1	0	0	1	1	0	1	0	0	1	1	1	0	0	1	1	0	1	1	0	0
Calvary	1	1	1	2	0	1	1	1	0	1	1	0	0	1	1	0	2	1	0	0	0
Divergent	1	1	2	0	0	1	2	1	1	1	1	1	2	1	1	2	0	1	1	1	4
The Love Punch	1	1	0	1	0	1	1	0	0	1	1	1	1	0	1	1	0	1	1	1	0
Transcendence	1	1	2	1	1	0	2	1	2	1	3	1	2	1	1	1	1	1	1	1	0
Tracks	1	0	1	0	0	0	1	1	1	1	0	2	0	0	0	1	0	1	0	1	0
Tarzan (2014)	0	0	0	0	1	1	0	1	0	1	0	0	0	1	0	0	1	0	0	0	0
Sabotage	0	0	0	0	1	0	0	1	1	0	0	1	0	1	0	1	1	0	0	1	2
Khumba	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Frank	0	0	1	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1
The Pirate Fairy	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	1	1	0	0	0
In Secret	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
The Wind Rises	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
Blue Ruin	0	0	1	1	0	0	1	0	0	1	0	1	0	0	0	0	0	0	1	1	0
Something else	5	6	4	8	3	5	5	6	4	5	2	3	5	8	5	4	4	5	4	5	3
Don't know	24	21	23	19	24	25	25	26	26	23	11	17	23	38	24	25	18	26	27	24	20

	How often do you go to the cinema?		Cinema in next 7 days		
	Total	Frequently	Not Frequently	Total Definitely /Probably	Total Probably Not/Definitely Not
Weighted Sample	1922	742	1107	324	1504
Unweighted Sample	1922	752	1108	309	1522
	%	%	%	%	%

If you were to go to the cinema in the next SEVEN DAYS, which movie do you think it is most likely that you will see?

X-Men: Days Of Future Past	18	23	15	30	15
The Grand Budapest Hotel	7	8	7	4	8
Godzilla (2014)	6	9	4	15	4
Pompeii	5	5	5	6	5
Bad Neighbours	4	6	4	3	5
The Other Woman (2014)	4	5	3	5	4
Noah	4	3	4	2	4
Postman Pat The Movie	2	1	2	2	2
The Amazing Spider-Man 2	2	4	1	3	2
Captain America: The Winter Soldier	2	2	3	3	2
Frozen (2013)	2	2	2	1	2
Blended	1	1	1	1	1
Fading Gigolo	1	1	0	1	0
Legends Of Oz: Dorothy's Return	1	0	2	1	1
Run & Jump	1	1	1	1	1
Rio 2	1	1	1	1	1
Muppets Most Wanted	1	1	1	0	1
The Two Faces of January	1	2	1	1	1
The Lego Movie	1	1	1	2	1
Mr. Peabody & Sherman	1	0	0	0	0
Calvary	1	1	0	1	0
Divergent	1	1	1	1	1
The Love Punch	1	1	1	1	1
Transcendence	1	2	1	2	1
Tracks	1	1	0	2	0
Tarzan (2014)	0	0	0	0	1
Sabotage	0	0	0	0	0
Khumba	0	0	0	0	0
Frank	0	1	0	1	0
The Pirate Fairy	0	1	0	1	0
In Secret	0	0	0	0	0
The Wind Rises	0	0	0	1	0
Blue Ruin	0	1	0	1	0
Something else	5	3	6	3	5
Don't know	24	9	32	2	29

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Weighted Sample	1922	x	x	x	x	584	465	351	932	990	229	486	657	550	1096	826	246	625	411	473	167	
Unweighted Sample	1922	491	543	130	243	561	476	359	929	993	198	399	751	574	1298	624	273	621	366	449	213	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think you will go to the cinema in the next SEVEN DAYS?

Yes, definitely	6	7	7	4	3	5	6	5	6	5	13	8	4	2	6	4	9	4	4	7	5
Yes, probably	11	12	13	15	9	9	11	12	10	12	22	13	11	6	13	9	17	9	15	8	11
TOTAL YES	17	19	20	19	12	14	17	17	16	17	35	21	15	8	19	13	26	13	19	15	16
No, probably not	32	35	34	29	24	32	31	34	31	33	34	33	33	30	34	30	38	33	27	30	41
No, definitely not	46	43	42	47	60	50	47	44	46	46	25	40	47	59	43	50	28	48	49	52	40
TOTAL NO	78	78	76	76	84	82	78	78	77	79	59	73	80	89	77	80	66	81	76	82	81
Don't know	5	3	5	6	4	4	5	4	6	4	6	6	5	3	4	6	8	5	5	4	3

How often do you go to the cinema?

Every week	1	1	1	0	1	0	1	1	1	0	1	1	1	0	1	1	1	0	0	2	0
Most weeks	3	2	6	3	1	2	4	2	2	4	5	5	1	2	3	3	4	2	5	2	4
More than once a month	4	4	5	5	1	3	5	4	4	4	8	5	4	2	5	3	7	5	2	3	6
Around once a month	11	13	11	15	12	13	8	13	12	11	21	11	10	9	12	10	19	8	11	11	13
Once every 2-3 months	10	21	20	21	10	17	18	22	17	22	30	27	18	10	23	14	20	21	19	18	20
More than once a year	16	18	13	15	16	16	12	17	14	17	16	16	16	14	16	14	20	16	14	13	19
Once a year or less	42	38	42	39	55	46	48	38	45	39	14	30	46	60	36	50	26	44	45	48	37
Don't know	4	3	2	2	3	2	4	2	4	4	4	4	5	3	3	5	3	4	5	4	1

	How often do you go to the cinema?		Cinema in next 7 days		
Total	Frequently	Not Frequently	Total Definitely /Probably	Total Probably Not/Definitely Not	
Weighted Sample	1922	742	1107	324	1504
Unweighted Sample	1922	752	1108	309	1522
	%	%	%	%	%

Do you think you will go to the cinema in the next SEVEN DAYS?

Yes, definitely	6	14	1	33	0
Yes, probably	11	26	2	67	0
TOTAL YES	17	40	3	100	0
No, probably not	32	41	28	0	41
No, definitely not	46	15	65	0	59
TOTAL NO	78	56	93	0	100
Don't know	5	4	4	0	0

How often do you go to the cinema?

Every week	1	2	0	5	0
Most weeks	3	7	0	16	0
More than once a month	4	11	0	19	1
Around once a month	11	29	0	29	7
Once every 2-3 months	20	51	0	21	19
More than once a year	16	0	27	6	17
Once a year or less	42	0	73	3	52
Don't know	4	0	0	0	3