

**YouGov Survey Results**

Sample Size: 1840 GB Adults  
Fieldwork: 22nd - 23rd January 2014

	Voting intention				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	
<b>Weighted Sample</b> 1840	X	X	X	X	546	450	368	892	948	219	466	629	526	1049	791	236	598	394	453	160	
Unweighted Sample	1840	451	553	108	178	535	474	387	880	960	133	506	686	515	1238	602	231	605	404	430	170
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Robocop	24	21	27	28	21	21	21	25	31	16	33	31	22	15	25	22	26	23	20	25	27
Jack Ryan: Shadow Recruit	21	23	21	23	17	23	20	25	25	18	21	24	26	13	24	17	31	20	15	19	33
The Lego Movie	20	16	22	25	15	17	21	22	20	19	30	28	18	10	22	17	21	21	17	20	23
I, Frankenstein	16	16	15	16	17	15	14	17	21	11	24	21	18	6	17	15	25	15	12	15	20
August: Osage County	16	18	15	21	15	19	16	21	12	20	19	12	17	17	19	13	24	17	12	11	23
Inside Llewyn Davis	12	12	13	17	8	10	12	16	13	11	17	9	15	8	14	9	23	11	9	9	17
Grudge Match	12	11	14	11	13	13	10	12	15	9	10	14	16	5	13	10	22	9	11	8	16
The Dallas Buyers Club	10	11	10	15	5	11	10	12	10	10	14	12	11	6	12	8	19	8	10	9	10
Mr. Peabody & Sherman	7	5	8	8	7	5	7	7	5	8	10	10	7	2	7	6	9	6	5	8	8
Lone Survivor	6	4	6	3	8	4	6	6	9	4	11	8	5	5	6	7	6	7	4	7	8
Tinkerbell and the Pirate Fairy	5	3	6	4	5	5	8	4	2	7	4	6	6	4	4	6	6	5	3	5	6
The Monuments Men	5	6	5	12	3	6	5	7	7	4	10	5	6	3	7	3	10	5	5	5	6
That Awkward Moment	5	4	5	6	3	4	5	5	4	6	12	8	3	2	5	5	6	5	5	3	8
Cuban Fury	4	3	5	4	2	3	6	4	4	4	8	5	3	2	5	3	5	4	5	2	5
Her	4	4	5	8	1	3	3	8	4	4	13	6	2	1	5	2	9	3	2	4	5
Out Of The Furnace	3	3	3	3	4	2	4	3	4	2	7	5	3	1	4	3	6	3	3	3	3
The Armstrong Lie	2	2	2	2	0	3	1	2	3	1	3	3	2	1	2	2	3	2	1	2	0
None of them	42	41	39	32	51	41	42	40	40	44	29	36	42	53	37	49	30	41	51	44	35

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	Voting intention					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	
<b>Weighted Sample</b>	<b>1840</b>	X	X	X	X	546	450	368	892	948	219	466	629	526	1049	791	236	598	394	453	160
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Jack Ryan: Shadow Recruit	15	18	14	10	20	18	13	15	19	12	18	15	17	12	17	13	16	13	14	14	28
Robocop	14	11	16	13	15	13	13	12	21	7	19	21	13	6	14	14	19	13	11	15	10
I, Frankenstein	9	8	10	8	9	8	10	7	11	6	11	10	11	4	8	9	12	7	8	9	8
The Lego Movie	8	7	9	9	9	7	7	10	8	8	18	13	6	2	8	9	5	9	7	9	9
August: Osage County	8	11	7	9	11	11	7	11	5	11	8	6	9	10	9	7	13	9	6	6	9
The Dallas Buyers Club	7	7	7	8	5	7	8	7	6	8	8	8	8	4	7	6	11	6	7	7	3
Lone Survivor	6	6	6	6	9	5	6	6	7	4	6	5	7	5	6	6	4	6	5	7	8
Inside Llewyn Davis	6	7	8	8	3	6	7	7	6	6	7	6	8	5	8	4	11	6	5	5	6
The Monuments Men	5	5	5	5	5	5	5	5	6	3	8	3	6	3	5	3	6	4	5	4	5
Grudge Match	5	6	6	2	5	7	5	3	7	4	2	5	8	4	4	6	9	6	5	3	6
Tinkerbell and the Pirate Fairy	4	3	5	0	8	4	5	2	1	6	1	6	4	3	2	6	2	5	2	6	2
That Awkward Moment	4	5	4	4	2	3	5	3	3	5	11	5	3	1	3	5	4	5	4	3	4
Her	4	2	6	4	3	2	4	5	3	5	8	4	3	1	4	3	4	2	6	4	3
Cuban Fury	4	6	5	1	5	4	5	4	6	3	11	5	3	2	5	4	7	5	6	2	4
Out Of The Furnace	3	2	4	1	5	3	5	2	5	2	2	3	5	3	3	4	5	4	3	3	2
Mr. Peabody & Sherman	3	2	4	1	5	1	3	3	1	4	4	4	3	0	2	3	2	2	4	3	2
The Armstrong Lie	2	3	2	1	5	2	2	2	3	2	2	4	2	2	2	2	2	2	4	2	2
None of them	51	51	50	51	54	53	53	51	48	55	33	42	50	68	50	53	39	52	55	55	50

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

Yes, definitely	5	5	6	3	6	4	6	6	5	5	10	6	4	4	7	3	8	6	2	5	6
Yes, probably	9	9	11	14	6	9	9	13	9	9	13	13	8	6	11	7	16	8	8	8	12
<b>TOTAL YES</b>	<b>14</b>	<b>14</b>	<b>17</b>	<b>17</b>	<b>12</b>	<b>13</b>	<b>15</b>	<b>19</b>	<b>14</b>	<b>14</b>	<b>23</b>	<b>19</b>	<b>12</b>	<b>10</b>	<b>18</b>	<b>10</b>	<b>24</b>	<b>14</b>	<b>10</b>	<b>13</b>	<b>18</b>
No, probably not	26	25	27	35	20	25	25	30	25	26	35	26	26	20	28	22	25	25	25	27	25
No, definitely not	56	59	52	46	66	59	57	48	56	56	34	49	59	68	50	65	43	59	60	57	51
<b>TOTAL NO</b>	<b>82</b>	<b>84</b>	<b>79</b>	<b>81</b>	<b>86</b>	<b>84</b>	<b>82</b>	<b>78</b>	<b>81</b>	<b>82</b>	<b>69</b>	<b>75</b>	<b>85</b>	<b>88</b>	<b>78</b>	<b>87</b>	<b>68</b>	<b>84</b>	<b>85</b>	<b>84</b>	<b>76</b>
Don't know	4	2	4	2	2	3	3	3	4	4	8	6	3	3	4	4	7	3	5	3	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**What movie do you think it is most likely that you will see?**

[Only asked to respondents who think they will go to the cinema in the next 7 days; n=259\*]

The Wolf of Wall Street	18	24	15	15	20	25	13	13	18	19	42	16	8	14	21	13	35	11	12	11	29
12 Years a Slave	14	7	13	22	14	7	13	22	14	14	9	15	17	14	14	15	11	18	13	10	20
The Railway Man	9	23	2	3	21	17	7	10	9	9	2	3	14	21	8	13	7	11	6	9	13
American Hustle	8	9	11	2	0	12	13	3	7	9	10	13	4	5	10	4	11	8	1	14	3
Gravity	5	2	10	2	5	3	5	4	6	4	10	5	5	1	7	2	4	11	0	5	0
The Hobbit	3	5	1	0	3	4	2	1	5	1	3	4	2	2	3	2	1	3	2	5	3
Last Vegas	3	0	4	11	11	1	3	8	2	5	0	4	1	10	5	0	0	5	7	4	0
The Secret Life of Walter Mitty	3	6	2	0	0	1	7	5	5	2	5	4	3	2	4	3	5	2	8	0	5
Jack Ryan: Shadow Recruit	3	3	1	4	0	1	3	4	4	2	1	4	4	0	3	2	4	2	3	2	4
Inside Llewyn Davis	3	3	4	4	10	6	2	2	4	2	1	2	5	5	3	3	2	5	4	2	0
August: Osage County	3	1	0	13	4	2	1	7	3	3	3	1	5	3	4	1	2	6	0	3	1
Frozen	2	6	0	0	0	5	0	1	3	0	0	1	5	0	2	2	0	4	3	0	0
Mandela	2	2	2	0	0	2	6	0	0	4	0	2	5	2	1	5	1	2	9	0	0
Walking with Dinosaurs	2	1	2	0	0	1	0	4	0	3	4	1	1	2	1	4	2	0	0	6	0
47 Ronin	2	1	4	0	0	0	0	0	3	1	0	2	3	0	2	1	0	0	0	3	8
Cloudy with a Chance of Meatballs 2	2	0	2	9	2	0	3	3	2	1	0	2	3	0	0	5	0	0	4	4	0
Saving Mr. Banks	2	0	5	0	7	5	4	1	3	2	0	3	1	6	1	5	0	1	7	2	3
Turbo	2	0	5	0	0	0	3	0	0	3	0	3	2	0	0	5	0	0	6	3	0
Devil's Due	1	0	2	0	0	0	0	0	1	1	3	0	2	0	1	2	0	2	0	3	0
Delivery Man	1	0	4	0	0	0	5	0	2	1	0	4	0	0	1	1	0	0	0	6	0
Anchorman 2	1	0	1	0	0	0	3	0	1	2	0	3	1	0	1	1	2	0	0	0	7
The Hunger Games	1	1	3	0	0	0	3	0	2	0	2	2	0	0	1	0	0	1	5	0	0
Free Birds	1	0	2	0	1	0	2	0	1	0	0	2	0	0	1	0	3	0	0	0	0
Grudge Match	1	0	1	3	2	0	0	2	1	0	0	1	1	2	1	2	1	1	0	1	2
Paranormal Activity	0	2	0	0	0	2	0	0	1	0	0	0	1	0	1	0	0	1	2	0	0
Moshi Monsters	0	2	0	0	0	2	0	0	0	1	2	0	0	0	0	2	0	2	0	0	0
The Harry Hill Movie	0	2	0	0	0	2	0	0	0	1	0	0	1	0	1	0	0	0	0	2	0
Something else	3	0	5	4	0	0	2	7	2	5	2	3	4	4	3	3	6	3	4	3	0
Don't know	2	1	1	6	0	3	1	3	2	3	3	2	1	6	2	4	3	1	6	1	3

\*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.