

# YouGov Survey Results

Sample Size: 1868 GB Adults  
Fieldwork: 26th - 27th February 2014

|                        | Voting intention |     |     |         |      | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social Grade |      | Region |               |                  |       |          | Do you think you will go to the cinema in the next SEVEN DAYS? |                                    |            |
|------------------------|------------------|-----|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|--|------------------------------------|------------|
|                        | 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 | Total Definitely/ Probably                                     | Total Probably Not/ Definitely Not | Don't know |
| <b>Weighted Sample</b> | <b>1868</b>      | 501 | 561 | 110     | 169  | 543       | 435 | 394     | 906    | 962    | 222   | 473   | 639   | 534 | 1065         | 803  | 239    | 607           | 400              | 460   | 163      | 310  | 1469                               | 88         |
| Unweighted Sample      | 1868             | 489 | 528 | 97      | 211  | 569       | 422 | 391     | 879    | 989    | 178   | 390   | 722   | 578 | 1255         | 613  | 296    | 637           | 376              | 419   | 140      | 302  | 1477                               | 88         |
|                        | %                | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | %  | %                                  | %          |

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

|   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| THE BOOK THIEF (12A)Directed by:Brian Percival Starring:Sophie NélisseGeoffrey RushEmily Watso              | 37 | 34 | 39 | 44 | 34 | 36 | 38 | 44 | 33 | 41 | 36 | 39 | 40 | 33 | 41 | 33 | 37 | 38 | 34 | 38 | 44 | 58 | 33 | 35 |
| NON-STOP (PG)Directed by:Jaume Collet-Serra Starring:Liam NeesonJulianne MooreLupita Nyong'o                | 22 | 23 | 22 | 18 | 18 | 22 | 22 | 21 | 23 | 22 | 31 | 32 | 22 | 10 | 23 | 21 | 30 | 19 | 22 | 20 | 24 | 38 | 19 | 23 |
| THE GRAND BUDAPEST HOTEL (TBC)Directed by:Wes Anderson Starring:Ralph FiennesF. Murray AbrahamEdward Norton | 20 | 19 | 21 | 28 | 22 | 18 | 20 | 24 | 19 | 21 | 21 | 24 | 22 | 14 | 22 | 17 | 25 | 20 | 15 | 21 | 23 | 30 | 18 | 20 |
| 300: RISE OF AN EMPIRE (15)Directed by:Noam Murro Starring:Sullivan StapletonRodrigo SantoroEva Green       | 19 | 18 | 19 | 17 | 20 | 17 | 17 | 22 | 26 | 13 | 27 | 32 | 18 | 6  | 20 | 19 | 24 | 19 | 17 | 19 | 22 | 32 | 17 | 17 |
| RIDE ALONG (12A)Directed by:Tim Story Starring:Ice CubeKevin HartTika Sumpter                               | 18 | 16 | 21 | 15 | 12 | 16 | 19 | 19 | 20 | 17 | 31 | 26 | 17 | 8  | 18 | 19 | 26 | 19 | 16 | 16 | 16 | 29 | 16 | 20 |
| NEED FOR SPEED (TBC)Directed by:Scott WaughStarring:Aaron PaulDominic CooperScott Mescudi                   | 16 | 14 | 16 | 9  | 12 | 15 | 14 | 16 | 19 | 13 | 25 | 20 | 18 | 5  | 16 | 16 | 18 | 16 | 14 | 17 | 13 | 25 | 14 | 12 |
| ESCAPE FROM PLANET EARTH (U)Directed by:Cal Brunker Starring:Brendan FraserSarah Jessica ParkerJessica Alba | 10 | 8  | 11 | 8  | 10 | 8  | 10 | 10 | 10 | 10 | 15 | 13 | 10 | 5  | 10 | 9  | 11 | 7  | 10 | 12 | 12 | 19 | 8  | 12 |
| LABOR DAY (12A)Directed by:Jason Reitman Starring:Kate WinsletJosh BrolinGattlin Griffith                   | 6  | 4  | 7  | 13 | 5  | 4  | 5  | 9  | 5  | 7  | 7  | 6  | 6  | 4  | 6  | 5  | 9  | 5  | 7  | 4  | 5  | 13 | 4  | 1  |
| A LONG WAY DOWN (15)Directed by:Pascal Chaumeil Starring:Aaron Paullmogen PootsRosamund Pike                | 5  | 6  | 5  | 9  | 3  | 6  | 4  | 7  | 5  | 5  | 10 | 6  | 5  | 3  | 6  | 5  | 6  | 7  | 4  | 4  | 6  | 13 | 3  | 6  |
| THE STAG (15)Directed by:John Butler Starring:Andrew ScottHugh O'ConorPeter McDonald                        | 4  | 4  | 3  | 11 | 5  | 3  | 2  | 4  | 4  | 4  | 6  | 5  | 4  | 2  | 4  | 4  | 5  | 5  | 2  | 4  | 3  | 7  | 3  | 2  |
| ABOUT LAST NIGHT (15)Directed by:Steve Pink Starring:Kevin HartMichael EalyRegina Hall                      | 3  | 2  | 5  | 3  | 2  | 2  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 1  | 3  | 3  | 7  | 2  | 3  | 3  | 1  | 6  | 2  | 10 |
| THE ZERO THEOREM (15)Directed by:Terry Gilliam Starring:Christoph WaltzMélanie ThierryDavid Thewli          | 2  | 1  | 3  | 5  | 2  | 2  | 2  | 3  | 3  | 1  | 4  | 2  | 2  | 1  | 3  | 2  | 4  | 3  | 1  | 1  | 5  | 9  | 1  | 1  |
| STARRED UP (18)Directed by:David Mackenzie Starring:Jack O'ConnellRupert FriendBen Mendelsohn               | 2  | 1  | 2  | 2  | 0  | 1  | 1  | 2  | 2  | 1  | 2  | 4  | 1  | 1  | 2  | 1  | 4  | 2  | 1  | 0  | 3  | 5  | 1  | 2  |
| AS THE PALACES BURN (TBC)Directed by:Don Argott Starring:N/A  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 0  | 0  | 2  | 0  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 3  | 3  | 0  | 0  |
| None of these   | 27 | 30 | 23 | 27 | 29 | 30 | 25 | 26 | 29 | 25 | 21 | 14 | 28 | 40 | 25 | 29 | 23 | 28 | 28 | 27 | 29 | 10 | 30 | 29 |
| Don't know  | 10 | 9  | 11 | 5  | 12 | 10 | 11 | 9  | 9  | 10 | 5  | 8  | 8  | 16 | 8  | 13 | 12 | 8  | 13 | 9  | 8  | 3  | 11 | 12 |

Fieldwork: 26th - 27th February 2014

|                        | Voting intention |     |     |         |      | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social Grade |      | Region |               |                  |       |          | Do you think you will go to the cinema in the next SEVEN DAYS? |                                    |            |
|------------------------|------------------|-----|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|--|------------------------------------|------------|
|                        | 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 | Total Definitely/ Probably                                     | Total Probably Not/ Definitely Not | Don't know |
| <b>Weighted Sample</b> | <b>1868</b>      | 501 | 561 | 110     | 169  | 543       | 435 | 394     | 906    | 962    | 222   | 473   | 639   | 534 | 1065         | 803  | 239    | 607           | 400              | 460   | 163      | 310  | 1469                               | 88         |
| Unweighted Sample      | 1868             | 489 | 528 | 97      | 211  | 569       | 422 | 391     | 879    | 989    | 178   | 390   | 722   | 578 | 1255         | 613  | 296    | 637           | 376              | 419   | 140      | 302  | 1477                               | 88         |
|                        | %                | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | %  | %                                  | %          |

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

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| THE BOOK THIEF (12A)Directed by:Brian Percival Starring:Sophie NélisseGeoffrey RushEmily Watso              | <b>32</b> | 34 | 33 | 36 | 35 | 31 | 33 | 36 | 26 | 37 | 30 | 27 | 34 | 34 | 34 | 29 | 25 | 34 | 31 | 32 | 33 | 48 | 29 | 24 |
| NON-STOP (PG)Directed by:Jaume Collet-Serra Starring:Liam NeesonJulianne MooreLupita Nyong'o                | <b>24</b> | 27 | 24 | 12 | 27 | 27 | 24 | 18 | 26 | 22 | 25 | 28 | 26 | 17 | 22 | 26 | 24 | 22 | 28 | 23 | 24 | 31 | 22 | 33 |
| THE GRAND BUDAPEST HOTEL (TBC)Directed by:Wes Anderson Starring:Ralph FiennesF. Murray AbrahamEdward Norton | <b>22</b> | 23 | 20 | 30 | 26 | 21 | 19 | 29 | 18 | 25 | 18 | 20 | 23 | 23 | 25 | 16 | 20 | 25 | 19 | 20 | 24 | 29 | 20 | 17 |
| 300: RISE OF AN EMPIRE (15)Directed by:Noam Murro Starring:Sullivan StapletonRodrigo SantoroEva Green       | <b>20</b> | 22 | 18 | 21 | 25 | 21 | 18 | 20 | 28 | 12 | 22 | 26 | 19 | 15 | 19 | 21 | 20 | 20 | 22 | 20 | 15 | 23 | 20 | 11 |
| RIDE ALONG (12A)Directed by:Tim Story Starring:Ice CubeKevin HartTika Sumpter                               | <b>13</b> | 12 | 14 | 12 | 11 | 10 | 11 | 12 | 15 | 11 | 25 | 17 | 11 | 7  | 12 | 15 | 14 | 13 | 14 | 10 | 15 | 19 | 11 | 17 |
| LABOR DAY (12A)Directed by:Jason Reitman Starring:Kate WinsletJosh BrolinGattlin Griffith                   | <b>12</b> | 13 | 12 | 23 | 13 | 10 | 13 | 16 | 7  | 17 | 12 | 8  | 13 | 15 | 13 | 12 | 10 | 14 | 15 | 11 | 7  | 18 | 12 | 5  |
| THE ZERO THEOREM (15)Directed by:Terry Gilliam Starring:Christoph WaltzMélanie ThierryDavid Thewli          | <b>11</b> | 9  | 12 | 16 | 12 | 11 | 9  | 14 | 16 | 6  | 13 | 10 | 12 | 9  | 11 | 11 | 11 | 10 | 10 | 12 | 11 | 13 | 10 | 20 |
| ESCAPE FROM PLANET EARTH (U)Directed by:Cal Brunker Starring:Brendan FraserSarah Jessica ParkerJessica Alba | <b>10</b> | 9  | 10 | 14 | 9  | 9  | 9  | 13 | 10 | 10 | 9  | 16 | 10 | 5  | 9  | 11 | 7  | 11 | 11 | 11 | 6  | 11 | 10 | 8  |
| NEED FOR SPEED (TBC)Directed by:Scott WaughStarring:Aaron PaulDominic CooperScott Mescudi                   | <b>9</b>  | 10 | 11 | 7  | 6  | 10 | 8  | 5  | 11 | 7  | 18 | 10 | 9  | 5  | 9  | 9  | 10 | 9  | 8  | 9  | 9  | 12 | 8  | 8  |
| THE STAG (15)Directed by:John Butler Starring:Andrew ScottHugh O'ConorPeter McDonald                        | <b>8</b>  | 7  | 10 | 3  | 7  | 5  | 9  | 5  | 6  | 9  | 15 | 11 | 7  | 3  | 9  | 7  | 7  | 8  | 9  | 7  | 8  | 6  | 7  | 19 |
| ABOUT LAST NIGHT (15)Directed by:Steve Pink Starring:Kevin HartMichael EalyRegina Hall                      | <b>8</b>  | 7  | 12 | 8  | 7  | 6  | 8  | 9  | 5  | 11 | 16 | 10 | 8  | 3  | 8  | 8  | 12 | 7  | 11 | 8  | 3  | 14 | 7  | 15 |
| A LONG WAY DOWN (15)Directed by:Pascal Chaumeil Starring:Aaron PaulImogen PootsRosamund Pike                | <b>8</b>  | 5  | 11 | 9  | 7  | 5  | 9  | 11 | 7  | 10 | 8  | 10 | 10 | 5  | 9  | 8  | 6  | 10 | 8  | 7  | 9  | 12 | 8  | 6  |
| STARRED UP (18)Directed by:David Mackenzie Starring:Jack O'ConnellRupert FriendBen Mendelsohn               | <b>7</b>  | 7  | 9  | 5  | 8  | 8  | 7  | 6  | 9  | 6  | 7  | 9  | 7  | 6  | 7  | 8  | 7  | 8  | 10 | 6  | 3  | 12 | 6  | 11 |
| AS THE PALACES BURN (TBC)Directed by:Don Argott Starring:N/A  | <b>5</b>  | 4  | 7  | 6  | 8  | 4  | 7  | 5  | 6  | 5  | 5  | 3  | 5  | 8  | 4  | 6  | 3  | 5  | 6  | 7  | 4  | 4  | 6  | 5  |
| None of these   | <b>20</b> | 20 | 21 | 17 | 21 | 22 | 24 | 19 | 21 | 19 | 18 | 13 | 19 | 29 | 19 | 22 | 22 | 19 | 20 | 22 | 19 | 7  | 23 | 16 |
| Don't know  | <b>11</b> | 10 | 8  | 11 | 7  | 12 | 10 | 9  | 11 | 11 | 8  | 10 | 11 | 13 | 11 | 11 | 11 | 9  | 11 | 11 | 14 | 6  | 11 | 15 |

Fieldwork: 26th - 27th February 2014

|                        | Voting intention |     |     |         |      | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social Grade |      | Region |               |                  |       |          | Do you think you will go to the cinema in the next SEVEN DAYS? |                                    |            |
|------------------------|------------------|-----|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|--|------------------------------------|------------|
|                        | 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 | Total Definitely/ Probably                                     | Total Probably Not/ Definitely Not | Don't know |
| <b>Weighted Sample</b> | <b>1868</b>      | 501 | 561 | 110     | 169  | 543       | 435 | 394     | 906    | 962    | 222   | 473   | 639   | 534 | 1065         | 803  | 239    | 607           | 400              | 460   | 163      | 310  | 1469                               | 88         |
| Unweighted Sample      | 1868             | 489 | 528 | 97      | 211  | 569       | 422 | 391     | 879    | 989    | 178   | 390   | 722   | 578 | 1255         | 613  | 296    | 637           | 376              | 419   | 140      | 302  | 1477                               | 88         |
|                        | %                | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | %  | %                                  | %          |

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?

|                           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 12 Years a Slave          | 13 | 14 | 14 | 21 | 13 | 13 | 17 | 13 | 11 | 15 | 13 | 6  | 12 | 19 | 13 | 12 | 11 | 14 | 13 | 13 | 10 | 12 | 13 | 12 |
| The Book Thief            | 8  | 10 | 7  | 10 | 9  | 9  | 8  | 9  | 6  | 11 | 9  | 4  | 9  | 11 | 8  | 8  | 6  | 9  | 5  | 11 | 11 | 15 | 7  | 12 |
| The Lego Movie            | 7  | 5  | 8  | 6  | 6  | 7  | 6  | 8  | 7  | 7  | 9  | 10 | 7  | 3  | 7  | 6  | 7  | 7  | 8  | 7  | 5  | 9  | 7  | 1  |
| The Wolf of Wall Street   | 7  | 8  | 8  | 6  | 6  | 6  | 6  | 8  | 7  | 7  | 9  | 11 | 5  | 5  | 8  | 7  | 9  | 7  | 8  | 5  | 8  | 7  | 7  | 2  |
| Gravity                   | 6  | 6  | 6  | 5  | 9  | 7  | 6  | 7  | 9  | 4  | 3  | 4  | 9  | 7  | 7  | 5  | 6  | 7  | 5  | 7  | 5  | 5  | 7  | 1  |
| The Monuments Men         | 5  | 7  | 3  | 6  | 8  | 8  | 3  | 5  | 5  | 5  | 3  | 5  | 5  | 7  | 6  | 4  | 3  | 6  | 5  | 4  | 9  | 6  | 5  | 5  |
| Non-Stop                  | 3  | 2  | 4  | 1  | 2  | 2  | 4  | 0  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 4  | 2  | 4  |
| Robocop (2014)            | 3  | 3  | 4  | 2  | 4  | 3  | 5  | 2  | 5  | 2  | 3  | 5  | 3  | 1  | 2  | 5  | 5  | 2  | 3  | 3  | 3  | 3  | 3  | 4  |
| Dallas Buyers Club        | 3  | 2  | 5  | 7  | 1  | 2  | 4  | 5  | 3  | 4  | 3  | 6  | 3  | 1  | 5  | 2  | 6  | 4  | 4  | 1  | 3  | 5  | 3  | 3  |
| American Hustle           | 3  | 4  | 4  | 0  | 0  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 2  | 3  | 2  | 2  | 4  | 7  | 3  | 3  | 3  |
| Ride Along                | 2  | 1  | 1  | 2  | 0  | 0  | 1  | 4  | 3  | 1  | 6  | 3  | 1  | 1  | 1  | 3  | 2  | 2  | 3  | 1  | 1  | 3  | 2  | 4  |
| Mr. Peabody & Sherman     | 2  | 1  | 1  | 3  | 2  | 2  | 1  | 2  | 1  | 2  | 1  | 3  | 2  | 1  | 1  | 2  | 0  | 2  | 2  | 3  | 0  | 2  | 2  | 2  |
| Cuban Fury                | 2  | 1  | 2  | 1  | 4  | 2  | 1  | 4  | 1  | 3  | 2  | 2  | 3  | 1  | 2  | 3  | 2  | 3  | 1  | 2  | 1  | 2  | 2  | 2  |
| Jack Ryan: Shadow Recruit | 2  | 4  | 1  | 5  | 5  | 4  | 2  | 1  | 4  | 1  | 2  | 2  | 3  | 2  | 3  | 2  | 1  | 2  | 3  | 3  | 2  | 3  | 2  | 2  |
| The Pirate Fairy          | 1  | 0  | 1  | 0  | 3  | 2  | 0  | 1  | 1  | 2  | 0  | 3  | 1  | 0  | 1  | 1  | 1  | 0  | 2  | 1  | 3  | 2  | 1  | 0  |
| Frozen                    | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 2  | 1  | 2  | 1  | 1  | 1  | 2  | 1  | 1  | 2  | 1  | 1  | 1  | 2  | 1  |
| Endless Love              | 1  | 1  | 0  | 1  | 2  | 0  | 1  | 2  | 0  | 2  | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 2  | 1  | 1  | 0  | 1  | 1  | 1  |
| Winter's Tale             | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 0  | 2  | 0  | 0  | 1  | 1  | 0  | 2  | 0  | 1  | 2  | 0  | 1  | 1  | 1  | 1  |
| Walking with Dinosaurs    | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 0  | 0  | 1  | 1  | 1  | 1  | 0  | 1  | 0  | 1  | 1  | 1  | 0  | 0  | 1  | 0  | 0  |
| Her                       | 1  | 0  | 1  | 1  | 0  | 0  | 1  | 2  | 1  | 1  | 2  | 2  | 1  | 0  | 1  | 1  | 2  | 1  | 0  | 0  | 2  | 2  | 1  | 0  |
| The Invisible Woman       | 1  | 0  | 1  | 1  | 1  | 0  | 2  | 0  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 0  | 1  | 1  | 0  |
| Lone Survivor             | 1  | 1  | 0  | 0  | 1  | 1  | 0  | 1  | 1  | 0  | 1  | 1  | 1  | 0  | 1  | 1  | 0  | 1  | 0  | 1  | 1  | 1  | 1  | 1  |
| Nymphomaniac              | 1  | 1  | 0  | 2  | 0  | 1  | 0  | 1  | 1  | 0  | 2  | 0  | 1  | 1  | 1  | 0  | 2  | 1  | 0  | 1  | 0  | 1  | 1  | 0  |
| Stalingrad (2013)         | 1  | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 2  | 0  | 0  | 0  | 2  | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 1  | 1  | 1  | 1  |
| As the Palaces Burn       | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  |
| That Awkward Moment       | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 2  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 1  | 0  | 0  | 0  | 0  |
| Free Birds                | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Only Lovers Left Alive    | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Inside Llewyn Davis       | 0  | 0  | 1  | 1  | 0  | 0  | 1  | 1  | 0  | 0  | 1  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 1  | 1  | 0  | 0  |
| Gunday                    | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 0  |
| Something else            | 1  | 1  | 1  | 0  | 0  | 0  | 1  | 0  | 1  | 1  | 0  | 1  | 1  | 0  | 1  | 0  | 1  | 1  | 0  | 1  | 0  | 2  | 0  | 0  |
| Don't know                | 22 | 21 | 22 | 17 | 21 | 22 | 22 | 19 | 25 | 19 | 17 | 18 | 21 | 27 | 19 | 26 | 21 | 19 | 27 | 22 | 21 | 2  | 25 | 37 |

Fieldwork: 26th - 27th February 2014

|                        | Voting intention |     |     |         |      | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social Grade |      | Region |               |                  |       |          | Do you think you will go to the cinema in the next SEVEN DAYS? |                                   |            |
|------------------------|------------------|-----|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|--|-----------------------------------|------------|
|                        | 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 | Total Definate/ Probably                                       | Total Probably Not/ Definate/ Not | Don't know |
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|                        | %                | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | %  | %                                 | %          |

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

|   |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |            |            |          |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|----------|
| Yes, definitely                           | 5         | 4         | 6         | 11        | 4         | 4         | 3         | 7         | 5         | 5         | 8         | 8         | 5         | 3         | 6         | 4         | 5         | 7         | 3         | 5         | 9         | 33         | 0          | 0        |
| Yes, probably                             | 11        | 10        | 13        | 19        | 7         | 9         | 10        | 14        | 10        | 12        | 14        | 14        | 11        | 8         | 13        | 8         | 17        | 9         | 9         | 11        | 16        | 67         | 0          | 0        |
| <b>TOTAL DEFINITELY/PROBABLY</b>          | <b>16</b> | <b>14</b> | <b>19</b> | <b>30</b> | <b>11</b> | <b>13</b> | <b>13</b> | <b>21</b> | <b>15</b> | <b>17</b> | <b>22</b> | <b>22</b> | <b>16</b> | <b>11</b> | <b>19</b> | <b>12</b> | <b>22</b> | <b>16</b> | <b>12</b> | <b>16</b> | <b>25</b> | <b>100</b> | <b>0</b>   | <b>0</b> |
| No, probably not                          | 36        | 37        | 37        | 33        | 36        | 37        | 35        | 38        | 36        | 35        | 39        | 37        | 35        | 34        | 38        | 33        | 32        | 39        | 36        | 35        | 32        | 0          | 46         | 0        |
| No, definitely not                        | 43        | 45        | 42        | 35        | 49        | 46        | 47        | 39        | 43        | 43        | 30        | 37        | 44        | 51        | 38        | 49        | 41        | 40        | 47        | 45        | 41        | 0          | 54         | 0        |
| <b>TOTAL PROBABLY NOT/ DEFINITELY NOT</b> | <b>79</b> | <b>82</b> | <b>79</b> | <b>68</b> | <b>85</b> | <b>83</b> | <b>82</b> | <b>77</b> | <b>79</b> | <b>78</b> | <b>69</b> | <b>74</b> | <b>79</b> | <b>85</b> | <b>76</b> | <b>82</b> | <b>73</b> | <b>79</b> | <b>83</b> | <b>80</b> | <b>73</b> | <b>0</b>   | <b>100</b> | <b>0</b> |
| Don't know                                | 5         | 5         | 3         | 1         | 4         | 4         | 5         | 2         | 6         | 4         | 9         | 4         | 4         | 4         | 5         | 5         | 5         | 5         | 5         | 4         | 3         | 0          | 0          | 100      |