

YouGov Survey Results

Sample Size: 1896 GB Adults
Fieldwork: 12th - 13th February 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	
Weighted Sample 1896	X	X	X	X	556	465	395	920	976	226	480	648	542	1081	815	243	616	406	466	165	
Unweighted Sample	1896	451	601	113	182	549	499	409	900	996	138	485	756	517	1235	661	282	600	379	461	174
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

THE LEGO MOVIE [U]:Directed by: Phil Lord Christopher Miller Starring: Chris Pratt Elizabeth Banks Will Arnett	46	46	44	53	43	45	42	54	46	47	65	56	45	31	47	45	44	47	47	43	54
THE MONUMENTS MEN [12A]:Directed by:George Clooney Starring: George Clooney Cate Blanchett Matt Damon	44	48	46	46	45	45	45	49	47	41	39	40	49	44	47	40	47	45	40	43	49
CUBAN FURY [15]:Directed by: James Griffiths Starring: Rashida Jones Ian McShane Chris O'Dowd	34	38	35	42	25	35	31	38	33	34	43	39	38	20	36	30	35	35	32	33	33
HER [15]:Directed by: Spike Jonze Starring: Matthew McConaughey Joaquin Phoenix Scarlett Johansson	19	18	19	25	14	18	18	22	20	18	24	28	19	9	20	17	25	17	18	19	20
THE BOOK THIEF [12A]:Directed by: Brian Percival Starring: Sophie Nélisse Geoffrey Rush Emily Watson	15	17	17	14	8	14	14	18	12	17	23	14	14	13	17	12	15	14	18	12	19
300: RISE OF AN EMPIRE [15]:Directed by: Noam Murro Starring: Sullivan Stapleton Rodrigo Santoro Eva Green	14	13	12	24	13	11	12	13	18	10	29	22	11	4	14	13	14	13	16	13	15
NON-STOP [PG]:Directed by: Jaume Collet-Serra Starring: Liam Neeson Julianne Moore Lupita Nyong'o	14	16	15	20	10	15	15	14	16	13	20	18	14	9	15	14	17	12	16	14	16
TINKERBELL AND THE PIRATE FAIRY [TBC]:Directed by: Peggy Holmes Starring: Tom Hiddleston Christina Hendricks Mae Whitman	11	7	12	14	9	9	11	11	7	14	7	15	10	8	9	12	11	10	12	11	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
ENDLESS LOVE [12A]:Directed by: Shana Feste Starring: Gabriella Wilde Max Charles Alex Pettyfer	9	8	12	12	1	5	11	8	6	12	26	8	7	5	10	8	10	9	10	8	12
NYMPHOMANIAC, VOLUME I [TBC]:Directed by: Lars von Trier Starring: Charlotte Gainsbourg Stellan Skarsgård Stacy Martin	9	9	10	7	6	7	8	11	12	6	11	16	8	3	11	5	12	9	6	7	13
NYMPHOMANIAC, VOLUME II [TBC]:Directed by: Lars von Trier Starring: Charlotte Gainsbourg Stellan Skarsgård Stacy Martin	7	8	8	5	2	5	7	9	8	5	7	11	6	3	8	5	12	6	4	6	11
A NEW YORK WINTER'S TALE [PG]:Directed by: Akiva Goldsman Starring: Colin Farrell Jessica Brown Findlay Bruce Greenwood	6	6	7	6	7	6	7	7	5	8	6	4	8	7	7	6	8	4	6	8	8
RIDE ALONG [12A]:Directed by: Tim Story Starring: Ice Cube Kevin Hart Tika Sumpter	5	4	7	9	2	3	7	2	6	4	7	7	4	3	5	5	8	2	6	5	8
STALINGRAD (2014) [15]:Directed by: Fedor Bondarchuk Starring: Thomas Kretschmann Yanina Studilina Philippe Reinhardt	5	4	5	9	4	5	4	6	5	4	6	4	5	5	4	5	3	4	4	5	8
THE GRAND BUDAPEST HOTEL [TBC]:Directed by: Wes Anderson Starring: Ralph Fiennes F. Murray Abraham Edward Norton	5	7	4	7	1	5	5	5	5	5	7	7	4	3	6	4	10	4	4	4	9
ONLY LOVERS LEFT ALIVE [15]:Directed by: Jim Jarmusch Starring: Tom Hiddleston Tilda Swinton Mia Wasikowska	2	2	3	2	2	2	2	3	3	2	3	3	2	1	3	1	6	2	1	2	1
AS THE PALACES BURN [TBC]:Directed by: Don Argott Starring: N/A	1	1	1	4	0	1	1	2	1	1	0	0	2	1	1	1	1	0	3	1	2
None of these	16	13	16	14	20	16	17	17	16	15	7	12	18	20	14	18	15	16	19	15	14
Don't know	4	3	3	4	2	3	4	5	5	3	3	5	3	4	4	4	5	3	5	5	3

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

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

300: RISE OF AN EMPIRE [15]:Directed by: Noam Murro Starring: Sullivan Stapleton Rodrigo Santoro Eva Green	34	41	31	28	36	36	34	33	37	30	24	27	36	39	35	31	29	36	30	35	36
THE MONUMENTS MEN [12A]:Directed by:George Clooney Starring: George Clooney Cate Blanchett Matt Damon	33	40	33	27	39	35	35	33	36	30	27	26	37	37	34	32	25	35	32	35	35
THE GRAND BUDAPEST HOTEL [TBC]:Directed by: Wes Anderson Starring: Ralph Fiennes F. Murray Abraham Edward Norton	22	22	23	26	16	22	22	24	17	26	25	17	22	24	23	18	22	23	23	17	26
RIDE ALONG [12A]:Directed by: Tim Story Starring: Ice Cube Kevin Hart Tika Sumpter	21	20	22	25	23	21	24	17	24	19	24	26	22	16	20	24	21	18	26	21	25
THE BOOK THIEF [12A]:Directed by: Brian Percival Starring: Sophie Nélisse Geoffrey Rush Emily Watson	21	20	20	29	18	21	20	23	16	24	26	16	19	24	22	19	19	22	24	15	25
STALINGRAD (2014) [15]:Directed by: Fedor Bondarchuk Starring: Thomas Kretschmann Yanina Studilina Philippe Reinhardt	19	21	18	19	20	21	20	15	22	17	17	23	21	13	20	19	18	17	22	20	24
NON-STOP [PG]:Directed by: Jaume Collet-Serra Starring: Liam Neeson Julianne Moore Lupita Nyong'o	18	15	20	18	18	13	23	14	25	11	31	23	17	9	17	19	14	14	23	18	23
A NEW YORK WINTER'S TALE [PG]:Directed by: Akiva Goldsman Starring: Colin Farrell Jessica Brown Findlay Bruce Greenwood	16	14	17	19	9	15	13	18	18	14	37	25	10	6	17	15	14	18	16	13	18

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
NYPHOMANIAC, VOLUME I [TBC]:Directed by: Lars von Trier Starring: Charlotte Gainsbourg Stellan Skarsgård Stacy Martin	16	14	17	13	17	13	20	13	22	10	24	22	16	8	16	17	14	13	20	17	18
AS THE PALACES BURN [TBC]:Directed by: Don Argott Starring: N/A	15	14	15	20	10	14	14	17	16	13	34	25	11	5	15	14	15	16	15	12	18
ENDLESS LOVE [12A]:Directed by: Shana Feste Starring: Gabriella Wilde Max Charles Alex Pettyfer	14	12	15	19	18	13	18	13	22	6	9	12	14	16	14	13	10	13	14	14	20
CUBAN FURY [15]:Directed by: James GriffithsStarring: Rashida Jones Ian McShane Chris O'Dowd	10	7	10	19	7	7	10	13	7	12	12	12	10	5	10	9	12	8	13	6	13
THE LEGO MOVIE [U]:Directed by: Phil Lord Christopher Miller Starring: Chris Pratt Elizabeth Banks Will Arnett	9	6	10	17	9	6	9	6	11	7	20	11	7	5	7	11	10	6	14	6	11
HER [15]:Directed by: Spike Jonze Starring: Matthew McConaughey Joaquin Phoenix Scarlett Johansson	6	5	6	7	5	6	7	3	2	10	4	10	5	6	5	8	6	4	9	7	7
TINKERBELL AND THE PIRATE FAIRY [TBC]:Directed by: Peggy Holmes Starring: Tom Hiddleston Christina Hendricks Mae Whitman	6	5	7	6	5	4	8	5	8	6	14	9	6	3	6	7	7	5	9	5	9
NYPHOMANIAC, VOLUME II [TBC]:Directed by: Lars von Trier Starring: Charlotte Gainsbourg Stellan Skarsgård Stacy Martin	4	4	4	2	5	4	5	4	5	3	3	3	4	5	4	4	3	3	4	4	6
ONLY LOVERS LEFT ALIVE [15]:Directed by: Jim Jarmusch Starring: Tom Hiddleston Tilda Swinton Mia Wasikowska	3	4	3	3	3	4	4	3	4	3	3	3	3	4	3	4	3	3	4	3	5
None of these	5	6	5	4	4	6	5	4	2	8	4	8	4	5	5	7	6	5	7	5	4
Don't know	15	13	17	19	20	13	20	14	23	7	11	14	14	17	14	15	12	12	15	16	20
Do you think you will go to the cinema in the next SEVEN DAYS?																					
Yes, definitely	5	3	7	6	4	5	5	6	4	6	6	7	6	2	4	6	5	4	6	6	6
Yes, probably	11	11	15	16	7	8	12	14	11	11	16	15	10	5	13	8	16	10	8	12	11
TOTAL YES	16	14	22	22	11	13	17	20	15	17	22	22	16	7	17	14	21	14	14	18	17
No, probably not	31	33	30	32	25	31	30	32	31	32	43	32	30	28	34	27	29	32	36	25	37
No, definitely not	48	49	45	45	56	50	49	45	49	48	30	39	51	61	46	51	41	50	46	53	44
TOTAL NO	79	82	75	77	81	81	79	77	80	80	73	71	81	89	80	78	70	82	82	78	81
Don't know	5	4	3	1	7	5	4	4	5	4	5	8	3	3	3	7	8	4	5	4	2

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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 seven days; n=302*]

The Lego Movie	16	12	14	18	6	23	9	21	16	17	34	22	6	4	15	18	10	26	23	7	11
The Monuments Men	10	19	5	6	16	18	5	10	11	9	2	4	16	19	12	7	5	15	10	8	10
The Wolf of Wall Street	7	5	9	5	4	2	10	4	7	7	6	10	5	5	6	8	10	1	8	10	7
12 Years a Slave	7	12	8	4	3	7	3	12	8	7	4	9	5	16	7	8	4	11	5	9	5
Dallas Buyers Club	5	5	4	0	5	3	6	9	5	6	5	2	8	9	6	4	10	4	6	6	0
Cuban Fury	4	2	3	3	3	5	2	3	3	5	3	6	4	2	4	5	4	4	7	3	0
Tinkerbell and the Pirate Fairy	4	1	6	0	13	2	9	0	1	6	0	6	4	0	3	5	2	1	2	7	8
Robocop (2014)	4	1	4	10	12	3	6	4	8	0	1	4	6	0	3	5	2	3	5	4	7
Delivery Man	4	5	6	0	0	4	8	0	6	2	10	3	2	0	2	6	4	3	0	6	5
Jack Ryan: Shadow Recruit	3	2	1	12	8	2	1	6	4	2	0	3	5	2	4	1	9	1	3	1	3
The Hobbit: The Desolation of Smaug	3	2	5	0	0	2	5	3	2	3	2	2	3	4	2	4	2	3	5	2	1
Mr. Peabody & Sherman	2	0	1	4	3	0	2	6	0	4	0	0	5	6	2	3	0	1	6	2	3
Lone Survivor	2	0	1	4	11	0	2	2	2	1	0	0	3	4	2	2	0	0	2	2	10
American Hustle	2	0	3	0	0	0	4	2	2	1	0	0	4	2	1	2	3	0	0	3	3
Last Vegas	2	0	0	12	0	5	0	0	0	3	4	3	0	0	2	2	0	4	0	2	0
The Railway Man	2	3	1	4	0	4	0	1	3	0	0	2	1	3	2	0	1	4	0	1	0
Mandela: Long Walk to Freedom	2	3	1	0	0	3	1	2	2	2	0	0	2	7	2	1	0	2	0	2	5
Endless Love	1	3	2	0	0	1	3	1	0	2	2	2	1	0	1	2	4	1	0	2	0
Her	1	0	3	0	0	2	1	1	1	2	2	2	1	0	2	1	4	1	0	2	0
Frozen (2013)	1	0	1	5	0	0	2	2	3	0	0	2	2	0	2	0	3	0	0	4	0
That Awkward Moment	1	4	1	0	0	0	0	1	0	2	5	1	0	0	0	3	0	4	0	0	0
Inside Llewyn Davis	1	1	0	3	0	1	0	1	1	0	0	1	1	0	1	0	2	0	1	0	0
I, Frankenstein	1	1	2	0	0	1	0	0	2	0	5	0	0	0	2	0	6	0	0	0	0
The Invisible Woman	1	0	1	0	0	0	0	1	0	1	1	1	0	0	1	0	1	1	0	1	0
Gravity	1	1	1	0	0	0	2	0	1	1	0	1	2	0	1	0	3	0	1	0	2
August: Osage County	1	1	1	0	0	0	1	0	1	1	0	1	0	6	1	1	0	2	1	0	3
Devil's Due	1	0	0	4	0	0	0	1	0	2	3	0	1	0	0	2	0	0	0	3	0
Out of the Furnace	1	4	1	0	0	3	1	0	0	1	0	3	0	0	2	0	0	0	0	4	0
Turbo	1	0	3	0	0	0	4	0	0	2	0	1	3	0	1	1	0	3	2	0	0
Free Birds	0	0	1	0	0	0	1	1	0	1	0	0	0	2	0	0	0	0	0	1	0
Cloudy with a Chance of Meatballs 2	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
Walking with Dinosaurs	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Moshi Monsters: The Movie	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
The Armstrong Lie	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Something else	3	4	3	4	5	6	3	1	3	3	1	2	3	10	3	3	7	2	5	2	0
Don't know	6	9	6	3	11	4	8	4	7	6	11	8	3	1	7	5	6	3	7	4	18

*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.