

YouGov Survey Results

Sample Size: 1976 GB Adults
Fieldwork: 5th - 6th March 2014

	Gender		Age				Social Grade		Region					cinema			
Total	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	
Weighted Sample	1976	958	1018	235	500	676	565	1126	849	253	642	423	486	172	260	1184	43
Unweighted Sample	1975	1031	944	127	388	832	628	1377	598	255	626	381	492	221	273	1249	50
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

THE GRAND BUDAPEST HOTEL (TBC) Directed by: Wes Anderson Starring: Ralph Fiennes, F. Murray Abraham, Edward Norton	29	29	28	32	27	31	27	33	24	34	29	26	28	30	46	26	20
300: RISE OF AN EMPIRE (15) Directed by: Noam Murro Starring: Sullivan Stapleton, Rodrigo Santoro, Eva Green	28	38	19	45	42	27	10	28	28	35	24	30	26	34	47	25	16
NEED FOR SPEED (TBC) Directed by: Scott Waugh Starring: Aaron Paul, Dominic Cooper, Scott Mescudi	27	35	19	43	38	24	13	28	25	27	25	25	30	29	48	22	20
CAPTAIN AMERICA: THE WINTER SOLDIER (TBC) Directed by: Anthony Russo, Joe Russo Starring: Chris Evans, Frank Grillo, Sebastian Stan	20	26	13	43	26	17	7	23	15	26	17	18	20	23	38	16	19
MUPPETS MOST WANTED (U) Directed by: James Bobin Starring: Tina Fey, Ricky Gervais, Ty Burrell	18	19	17	32	28	15	8	22	13	25	20	16	15	14	32	15	15
ESCAPE FROM PLANET EARTH (U) Directed by: Cal Brunker Starring: Brendan Fraser, Sarah Jessica Parker, Jessica Alba	16	16	16	22	22	18	7	15	17	18	17	14	17	16	23	15	12
LABOR DAY (12A) Directed by: Jason Reitman Starring: Kate Winslet, Josh Brolin, Gattlin Griffith	7	7	7	14	6	6	6	8	5	12	7	5	6	7	18	5	7
THE LEGEND OF HERCULES (12A) Directed by: Renny Harlin Starring: Kellan Lutz, Gaia Weiss, Scott Adkins	6	7	5	7	7	7	4	7	4	12	5	5	4	8	13	4	9
THE STAG (15) Directed by: John Butler Starring: Andrew Scott, Hugh O'Connor, Peter McDonald	4	3	5	9	4	3	4	4	4	3	5	3	3	3	8	3	3
A LONG WAY DOWN (15) Directed by: Pascal Chaumeil Starring: Aaron Paul, Imogen Poots, Rosamund Pike	4	4	4	4	6	4	3	5	3	6	4	5	4	3	8	3	7
20 FEET FROM STARDOM (PG) Directed by: Morgan Neville Starring: Darlene Love, Merry Clayton, Lisa Fischer	2	2	1	2	2	2	1	2	1	6	1	1	1	2	6	1	2
THE ZERO THEOREM (15) Directed by: Terry Gilliam Starring: Christoph Waltz, Mélanie Thierry, David Thewlis	2	3	1	3	3	2	1	3	1	6	1	2	2	2	5	1	3
ABOUT LAST NIGHT (15) Directed by: Steve Pink Starring: Kevin Hart, Michael Ealy, Regina Hall	2	2	2	5	3	1	1	3	1	7	2	1	1	1	5	1	0
STARRED UP (18) Directed by: David Mackenzie Starring: Jack O'Connell, Rupert Friend, Ben Mendelsohn	2	2	1	1	4	1	1	2	1	3	2	1	2	1	5	1	4
None of these	27	24	30	12	16	28	42	24	31	20	27	30	27	28	10	31	20
Don't know	11	8	13	8	9	11	12	9	13	12	9	12	10	12	3	12	24

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Unweighted Sample	1975	1031	944	127	388	832	628	1377	598	255	626	381	492	221	273	1249	50
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

THE GRAND BUDAPEST HOTEL (TBC)Directed by:Wes Anderson Starring:Ralph FiennesF. Murray AbrahamEdward Norton	28	25	32	25	29	27	31	34	21	35	32	25	23	28	45	25	25
300: RISE OF AN EMPIRE (15)Directed by:Noam Murro Starring:Sullivan StapletonRodrigo SantoroEva Green	23	32	14	24	29	27	12	22	24	27	20	24	25	20	35	20	21
CAPTAIN AMERICA: THE WINTER SOLDIER (TBC)Directed by:Anthony Russo, Joe Russo Starring:Chris EvansFrank GrilloSebastian Stan	23	33	14	35	32	23	11	25	21	25	22	22	21	32	34	21	21
THE LEGEND OF HERCULES (12A)Directed by:Renny Harlin Starring:Kellan LutzGaia WeissScott Adkins	20	24	17	23	20	22	17	19	22	21	21	19	19	20	25	20	10
NEED FOR SPEED (TBC)Directed by:Scott WaughStarring:Aaron PaulDominic CooperScott Mescudi	14	22	8	27	22	11	7	14	15	13	12	16	18	13	26	12	13
LABOR DAY (12A)Directed by:Jason Reitman Starring:Kate WinsletJosh BrolinGattlin Griffith	14	5	21	17	15	11	13	14	13	15	16	12	11	15	18	13	6
MUPPETS MOST WANTED (U)Directed by:James Bobin Starring:Tina FeyRicky GervaisTy Burrell	14	13	14	25	17	15	5	14	13	15	16	13	10	13	17	13	11
THE ZERO THEOREM (15)Directed by:Terry Gilliam Starring:Christoph WaltzMélanie ThierryDavid Thewli	12	18	6	8	14	14	9	12	11	16	11	9	12	15	16	11	10
ESCAPE FROM PLANET EARTH (U)Directed by:Cal Bruner Starring:Brendan FraserSarah Jessica ParkerJessica Alba	11	10	13	13	15	14	5	9	15	12	10	12	11	14	15	11	11
THE STAG (15)Directed by:John Butler Starring:Andrew ScottHugh O'ConnorPeter McDonald	10	7	13	18	13	9	5	9	11	10	11	11	6	15	14	9	10
ABOUT LAST NIGHT (15)Directed by:Steve Pink Starring:Kevin HartMichael EalyRegina Hall	9	5	14	16	13	10	2	8	11	12	7	10	10	10	11	9	7
A LONG WAY DOWN (15)Directed by:Pascal Chaumeil Starring:Aaron PaulImogen PootsRosamund Pike	9	7	10	13	10	9	5	10	7	13	8	8	7	10	15	8	6
STARRED UP (18)Directed by:David Mackenzie Starring:Jack O'ConnellRupert FriendBen Mendelsohn	7	8	6	9	7	9	5	7	8	6	7	7	9	8	11	7	9
20 FEET FROM STARDOM (PG)Directed by:Morgan Neville Starring:Darlene LoveMerry ClaytonLisa Fischer	3	3	4	6	2	4	2	4	2	5	3	3	3	5	7	2	4
None of these	21	20	22	9	10	21	36	20	23	17	21	21	22	24	7	25	13
Don't know	9	9	9	11	5	8	12	10	8	10	9	9	10	6	3	9	26

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

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	15	13	17	15	12	15	18	13	18	16	14	15	16	17	12	16	17
Gravity	8	11	6	6	6	9	10	10	7	7	11	7	8	7	6	9	6
300: Rise Of An Empire	6	9	2	6	6	8	2	6	6	6	4	7	7	7	8	5	3
The Grand Budapest Hotel	6	5	7	3	7	5	8	7	5	7	8	6	4	7	12	5	7
The Wolf of Wall Street	6	7	5	9	9	4	5	7	5	6	6	5	8	5	5	7	1
The Lego Movie	5	5	5	8	8	4	2	6	3	5	6	4	4	6	3	5	7
Dallas Buyers Club	5	4	6	6	6	5	3	6	4	6	4	3	7	8	7	5	6
Philomena	5	3	7	2	2	4	9	5	4	3	6	4	5	1	2	5	4
The Book Thief	4	2	7	4	2	5	6	4	5	4	4	6	5	2	9	3	2
The Monuments Men	4	4	3	1	2	5	5	4	3	3	4	5	3	3	4	4	2
Robocop (2014)	4	6	1	4	6	3	2	3	4	3	2	3	6	4	6	3	3
Frozen	2	1	3	6	2	1	1	2	3	1	2	4	2	2	0	3	0
American Hustle	2	2	2	1	4	3	1	3	1	2	1	4	2	3	3	2	4
Escape From Planet Earth	1	1	1	4	1	1	1	1	2	0	0	1	2	2	1	1	0
Mr. Peabody & Sherman	1	0	1	0	1	1	0	1	1	0	0	0	1	1	2	0	1
Non-Stop	1	2	1	4	3	1	0	1	2	2	2	0	2	1	5	1	0
The Pirate Fairy	1	0	1	0	2	1	0	1	1	0	1	2	0	0	2	0	2
Cuban Fury	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	3
Endless Love	1	0	2	2	3	0	0	1	1	3	1	1	0	0	0	1	0
Walking with Dinosaurs	1	1	0	0	1	0	1	0	1	1	1	0	1	0	0	1	0
Her	1	1	1	4	2	0	0	1	1	4	1	0	1	0	3	1	1
The Invisible Woman	1	1	1	1	0	2	0	0	1	2	1	0	1	0	1	1	0
Ride Along	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0
Winter's Tale	0	0	1	1	0	0	1	0	1	0	1	0	0	1	0	1	0
Free Birds	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	2
My Little Pony: Equestria Girls	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
That Awkward Moment	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Shaadi Ke Side Effects	0	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0	0
Only Lovers Left Alive	0	0	1	1	0	0	0	1	0	1	0	0	0	0	0	0	0
Something else	3	3	3	1	3	3	4	2	4	3	3	2	2	5	1	3	0
Don't know	15	16	13	10	8	17	20	12	18	14	16	18	11	14	3	17	29

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

Yes, definitely	5	6	4	6	8	4	3	6	3	10	6	3	3	3	29	0	0
Yes, probably	12	14	11	20	14	12	8	14	10	19	8	13	12	17	71	0	0
TOTAL YES	17	20	15	26	22	16	11	20	13	29	14	16	15	20	100	0	0
No, probably not	37	35	39	47	37	36	33	37	37	33	39	38	35	36	0	47	0
No, definitely not	42	41	42	22	34	44	53	38	47	32	44	42	44	38	0	53	0
TOTAL NO	79	76	81	69	71	80	86	75	84	65	83	80	79	74	0	100	0
Don't know	4	4	5	6	7	3	2	5	4	5	2	4	6	6	0	0	100