

## YouGov Survey Results

Sample Size: 2009

Fieldwork: 4th - 7th February 2011

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

The BAFTAs take place on Sunday the 13th February and will be screened on BBC1. How likely are you to watch the event?

	2009	902	1107	171	315	310	321	892	1151	858	481	289	203	256	505	92	183
Unweighted Base	2009	902	1107	171	315	310	321	892	1151	858	481	289	203	256	505	92	183
All GB Adults	2009	964	1045	241	364	340	360	703	1105	904	494	329	193	257	460	100	175
Very likely	4%	3%	5%	1%	3%	7%	3%	4%	4%	5%	4%	4%	6%	3%	2%	5%	
Fairly likely	17%	13%	21%	19%	20%	13%	19%	17%	18%	18%	15%	20%	18%	17%	18%	16%	
Not very likely	24%	23%	25%	25%	26%	20%	24%	23%	25%	21%	21%	23%	26%	25%	21%	33%	
Not at all likely	49%	56%	43%	46%	42%	53%	47%	53%	52%	46%	50%	56%	46%	42%	50%	56%	44%
Don't know	5%	5%	6%	8%	8%	7%	3%	3%	4%	7%	6%	5%	6%	8%	5%	4%	2%

Which film do you think will win 'Best Film' at this year's BAFTAs?

	2009	902	1107	171	315	310	321	892	1151	858	481	289	203	256	505	92	183
Unweighted Base	2009	902	1107	171	315	310	321	892	1151	858	481	289	203	256	505	92	183
All GB Adults	2009	964	1045	241	364	340	360	703	1105	904	494	329	193	257	460	100	175
Black Swan	3%	3%	3%	13%	2%	3%	4%	1%	1%	6%	3%	5%	3%	4%	4%	1%	3%
Inception	4%	5%	3%	11%	7%	3%	3%	1%	3%	5%	5%	1%	6%	2%	5%	5%	1%
The King's Speech	65%	60%	70%	42%	65%	70%	69%	68%	71%	57%	64%	63%	69%	65%	64%	59%	69%
The Social Network	3%	3%	2%	8%	3%	2%	2%	2%	2%	4%	3%	2%	3%	2%	4%	2%	4%
True Grit	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	3%	0%	3%	1%
Don't know	24%	27%	21%	26%	22%	21%	27%	22%	26%	24%	28%	18%	24%	23%	30%	21%	

Which British film do you think will win 'Outstanding Best British Film' at this year's BAFTAs?

	2009	902	1107	171	315	310	321	892	1151	858	481	289	203	256	505	92	183
Unweighted Base	2009	902	1107	171	315	310	321	892	1151	858	481	289	203	256	505	92	183
All GB Adults	2009	964	1045	241	364	340	360	703	1105	904	494	329	193	257	460	100	175
127 Hours	5%	6%	4%	12%	9%	2%	1%	3%	4%	7%	8%	4%	5%	3%	5%	5%	2%
Another Year	1%	1%	0%	2%	2%	1%	-	0%	1%	1%	-	2%	-	2%	1%	1%	-
Four Lions	2%	3%	1%	4%	3%	3%	1%	0%	1%	3%	3%	3%	1%	3%	1%	-	0%
The King's Speech	63%	59%	67%	57%	60%	67%	67%	64%	66%	60%	60%	64%	67%	67%	64%	57%	66%
Made in Dagenham	3%	3%	3%	2%	2%	3%	4%	3%	4%	2%	4%	1%	3%	6%	3%	2%	5%
Don't know	26%	29%	23%	23%	23%	24%	27%	28%	24%	28%	26%	25%	25%	20%	27%	35%	26%

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Last July the coalition government announced that the UK Film Council, set up in 2000, would close and that its functions would be delegated to other bodies. To what extent, if at all, do you think that the British film industry and its films will suffer or improve as a consequence of the closure?

Unweighted Base	2009	902	1107	171	315	310	321	892	1151	858	481	289	203	256	505	92	183
<b>All GB Adults</b>	2009	964	1045	241	364	340	360	703	1105	904	494	329	193	257	460	100	175
Suffer greatly	25%	26%	24%	18%	19%	23%	33%	27%	27%	22%	27%	27%	23%	27%	21%	23%	27%
Suffer a little	23%	23%	23%	26%	26%	26%	20%	20%	25%	20%	21%	23%	28%	27%	22%	16%	23%
Neither suffer nor improve	15%	19%	11%	13%	18%	18%	13%	15%	16%	14%	16%	12%	19%	17%	14%	16%	13%
Improve a little	2%	3%	1%	3%	2%	-	2%	1%	1%	2%	1%	1%	1%	0%	3%	-	3%
Improve greatly	1%	2%	0%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	2%	-	-	1%
Don't know	35%	27%	41%	39%	34%	32%	31%	36%	29%	41%	35%	35%	28%	27%	39%	46%	34%

Which ONE, if any, of the following is your favourite film genre?

Unweighted Base	2009	902	1107	171	315	310	321	892	1151	858	481	289	203	256	505	92	183
<b>All GB Adults</b>	2009	964	1045	241	364	340	360	703	1105	904	494	329	193	257	460	100	175
Action	6%	10%	3%	6%	11%	5%	4%	6%	6%	7%	9%	6%	8%	5%	4%	6%	4%
Adventure	2%	3%	1%	1%	3%	1%	1%	2%	2%	2%	2%	2%	2%	1%	3%	5%	1%
Comedy	15%	15%	15%	24%	19%	18%	12%	9%	13%	16%	13%	14%	13%	16%	17%	17%	11%
Crime	3%	3%	4%	2%	2%	4%	3%	4%	3%	4%	3%	3%	2%	3%	3%	4%	6%
Documentary	2%	2%	2%	2%	1%	1%	1%	3%	2%	1%	1%	3%	1%	3%	2%	1%	3%
Drama	11%	5%	17%	2%	7%	10%	13%	15%	14%	7%	9%	10%	15%	12%	12%	11%	10%
Epic	1%	2%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	3%
Family	3%	1%	4%	2%	3%	3%	4%	3%	2%	3%	3%	4%	2%	3%	2%	4%	2%
Fantasy	2%	2%	2%	3%	2%	2%	3%	1%	2%	3%	1%	2%	3%	1%	2%	4%	3%
Film-noir	1%	1%	0%	1%	-	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%
Horror	5%	5%	4%	5%	6%	6%	9%	2%	4%	6%	6%	3%	8%	3%	5%	4%	2%
Musical	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%
Mystery	2%	1%	3%	0%	1%	3%	2%	2%	3%	1%	2%	1%	2%	3%	2%	2%	3%
Romance	5%	1%	9%	9%	9%	5%	5%	3%	5%	6%	5%	7%	5%	8%	5%	2%	3%
Science Fiction	9%	14%	4%	5%	6%	14%	13%	7%	9%	9%	14%	9%	6%	6%	8%	6%	6%
Sport	0%	1%	-	2%	-	-	-	0%	0%	1%	-	1%	-	-	0%	-	1%
Thriller	10%	11%	8%	7%	8%	10%	9%	11%	10%	9%	9%	9%	12%	8%	11%	5%	15%
War	2%	3%	0%	1%	1%	0%	2%	3%	1%	2%	3%	2%	1%	1%	2%	2%	0%
Western	0%	1%	0%	-	0%	-	0%	1%	0%	0%	0%	-	-	0%	1%	2%	1%
Other	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	-	1%	1%	1%	-	1%
Not applicable, I don't watch films	2%	2%	2%	2%	-	1%	3%	3%	2%	2%	3%	2%	3%	1%	1%	3%	2%
Not applicable, I don't have a favourite	15%	14%	16%	15%	15%	13%	11%	18%	15%	15%	14%	17%	12%	17%	14%	17%	18%
Don't know	1%	2%	1%	5%	3%	0%	0%	1%	1%	2%	0%	1%	2%	2%	2%	-	2%

All figures, unless otherwise stated, are from YouGov Plc.