

# YouGov Survey Results

Sample Size: 1903 GB Adults  
Fieldwork: 6th - 7th October 2010

	Voting intention			Gender		Age				Social grade		Region					
Total	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> 1903	630	568	181	929	974	228	489	652	534	1070	808	242	618	409	467	166	
Unweighted Sample	1903	572	569	210	913	990	153	517	720	513	1239	639	289	635	368	410	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When choosing a film to watch, whose views and opinions do you value most?

A friend	17	20	19	12	15	20	28	21	16	11	19	15	18	20	14	18	13
A member of your immediate family	14	15	17	16	12	16	10	10	14	21	14	15	13	14	15	14	17
Your partner	9	12	7	8	8	10	11	10	9	8	10	8	8	12	8	7	8
A member of your extended family	3	3	3	8	4	3	1	4	3	5	5	2	5	3	4	3	3
Mark Kermode	3	2	3	5	4	1	1	4	4	1	3	2	3	3	2	2	5
The Internet Movie Database	3	2	3	4	4	2	4	3	3	2	3	3	3	2	5	3	2
A work colleague	2	2	1	1	2	1	1	4	2	0	1	2	2	2	1	1	2
Jonathon Ross	2	1	3	2	3	1	1	3	2	1	2	3	4	3	1	2	1
Empire Magazine	1	2	1	1	2	0	3	2	0	1	1	1	1	2	0	1	2
Film Magazine	1	1	1	0	0	1	0	0	1	1	0	1	0	1	0	1	0
James King	1	0	1	2	0	1	1	2	0	0	1	1	0	1	1	0	2
Rotten Tomatoes	1	0	1	2	2	0	3	2	1	0	1	0	2	1	1	1	1
Ain't It Cool News	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Alex Zane	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Andrew Collins	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Baz Bamigboye	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Christopher Tookey	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Claudia Winkleman	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
David Edwards	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Derek Malcolm	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Jason Solomons	0	0	0	0	1	0	2	0	0	0	0	1	2	0	0	0	0
Kim Newman	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Metacritic	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0
Nigel Floyd	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Peter Bradshaw	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Philip French	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Sight and Sound Magazine	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tom Brook	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Film Magazine	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	5	4	4	9	6	5	3	5	6	6	5	5	4	3	6	9	5
None	28	28	29	23	28	29	16	23	30	37	27	30	30	25	30	31	28
Don't know	7	6	5	3	7	8	10	8	7	5	6	10	3	8	10	6	10