

YouGov / The Sun Survey Results



Sample Size: 1485 GB Adults
Fieldwork: 27th - 28th May 2010

	Voting Intention			Gender		Age			Social Grade		Region					
	Total	Con	Lab	Lib	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1485	496	418	269	712	773	427	538	520	815	669	190	484	317	366	129
Unweighted Sample	1485	514	416	264	689	796	345	499	641	895	589	174	516	296	347	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The American TV show 'Sex and the City' was originally broadcast for 6 years with the final episode released in 2004. A film was released in 2008 based on the characters and story lines from the TV series and a second film is being released on the 27 May entitled 'Sex and the City 2'.

Have you previously watched any of the TV episodes?

A few episodes	20	19	23	24	20	20	30	18	14	20	21	28	19	18	21	18
Some or most of the episodes	11	8	11	15	9	12	16	13	4	12	9	20	10	10	9	6
All of the episodes	5	7	5	4	1	9	11	4	2	6	4	7	6	5	4	6
None of them	64	67	60	56	70	59	43	65	80	62	66	46	66	68	66	70

Did you watch the first Sex and the City film entitled 'Sex and the City: the Movie'?

Yes	19	19	19	23	9	28	35	18	6	21	17	26	20	19	16	13
No	81	81	81	77	91	72	65	82	94	79	83	74	80	81	84	87

Overall, did you like or dislike, the first Sex and the City film?

[Only those who watched the first movie]

Liked	79	81	76	77	56	85	81	75	81	80	77	68	82	87	73	77
Disliked	8	5	10	15	18	5	8	7	10	6	11	14	8	4	8	10
Neither liked nor disliked	13	13	14	8	26	9	11	18	10	14	12	18	10	9	19	13

In your opinion, do you think it is a good or a bad idea to have a SECOND film based on the TV series?

Good Idea	20	19	22	21	12	28	32	20	11	22	18	26	19	23	18	15
Bad Idea	25	22	26	30	31	19	28	23	23	23	26	30	24	23	23	24
Don't know	55	58	51	49	58	53	40	57	66	55	56	44	57	54	59	61

Will you watch the SECOND film either at the cinema or when it is released on DVD?

Yes	17	16	19	18	7	26	32	16	6	19	14	20	19	16	14	14
No	69	69	69	66	81	57	56	70	79	67	71	64	70	68	69	74
Don't know	14	15	12	16	12	17	13	14	15	14	15	16	11	16	17	12

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

If the following American TV shows made films based on the same characters and story lines from the programs, which do you think you would be likely to go and see? (Please tick all that apply).

Friends	21	20	23	23	15	27	36	18	12	20	23	25	22	21	18	23
Lost	13	11	16	12	13	13	19	14	6	12	14	13	12	11	15	12
Heroes	13	9	13	18	15	11	18	14	7	12	14	11	11	16	15	10
24	13	12	17	10	14	12	19	14	8	15	10	17	12	10	13	18
The Sopranos	13	12	16	12	19	9	16	13	13	13	14	13	12	11	13	29
House	12	12	12	14	11	13	14	13	9	13	11	11	12	11	15	9
Desperate Housewives	11	8	13	14	5	16	14	11	8	11	11	15	10	9	12	10
True Blood	11	8	14	10	11	10	15	13	5	12	10	12	9	13	11	12
Battlestar Galactica	10	10	10	12	15	6	10	13	7	11	9	10	10	12	10	9
Glee	9	8	8	10	5	12	17	8	3	9	8	9	8	11	8	7
West Wing	9	9	12	9	10	9	8	9	10	12	6	10	8	10	5	19
Scrubs	9	7	11	8	9	9	17	8	3	8	10	9	10	10	9	3
Ugly Betty	8	5	10	7	4	11	16	5	3	7	8	8	10	4	8	6
Mad Men	5	4	5	7	6	4	6	5	4	6	3	5	5	3	5	5
Curb Your Enthusiasm	4	5	3	7	6	3	8	5	1	4	5	7	5	3	4	6
Arrested Development	3	2	4	3	3	2	6	2	1	3	3	5	3	2	2	5
Seinfeld	3	2	3	4	4	2	5	3	2	4	2	5	1	3	4	5
The Hills	2	2	1	2	0	3	4	1	1	2	1	1	3	1	1	2
Gossip Girl	2	1	3	2	1	4	6	1	1	3	2	5	2	2	2	2
Other	7	6	5	9	7	7	8	7	5	7	7	8	7	7	6	6
None	32	36	30	25	34	29	14	29	49	31	32	23	34	36	31	25
Don't know	5	6	4	3	5	5	2	6	6	5	5	7	4	4	5	2