

YouGov Survey Results

Sample Size: 2138 GB Adults
Fieldwork: 29th - 30th June 2010

	Gender		Age				Social grade		Region					
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2138	1039	1099	258	547	730	602	1203	909	272	696	458	526	186
Unweighted Sample	2138	1007	1131	177	571	809	581	1385	727	282	738	406	511	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following vampire based films or TV shows is your favourite?

Buffy the Vampire Slayer (1997 - 2003)	7	7	6	10	10	5	4	6	7	8	7	8	4	4
The Lost Boys (1987)	6	5	7	6	13	5	2	7	5	4	6	8	6	6
Twilight (2008)	5	2	8	18	6	3	1	6	4	4	6	6	4	5
Blade (1998)	4	6	2	9	7	3	1	4	5	4	5	3	4	3
True Blood (2008 -)	4	4	5	4	6	4	3	5	4	5	5	3	5	5
Bram Stoker's Dracula (1992)	3	4	3	1	3	4	3	3	3	2	4	3	4	2
From Dusk Till Dawn (1996)	3	5	1	3	6	3	1	4	2	5	2	2	4	4
Interview with the Vampire (1994)	3	3	4	4	5	4	0	4	2	3	3	3	3	3
Van Helsing (2004)	3	5	2	6	2	5	2	2	5	1	4	3	4	5
Brides of Dracula (1960)	2	2	1	0	0	2	3	1	3	4	1	1	2	1
Salem's Lot (1979)	2	4	1	0	1	4	3	2	3	2	1	4	2	4
30 Days of Night (2007)	1	1	0	3	1	0	0	1	1	0	1	1	1	1
Angel (1999 - 2004)	1	1	2	1	1	1	1	1	1	3	2	0	1	1
Dracula (1931)	1	2	1	0	1	2	2	1	2	0	2	2	1	1
Let the Right One In (2008)	1	1	1	1	1	1	0	1	1	1	1	0	1	1
Nosferatu (1922)	1	2	0	1	1	1	1	1	1	1	1	2	1	1
Ultraviolet (1998)	1	1	0	0	1	1	0	0	1	1	1	1	0	0
Underworld (2003)	1	2	1	1	2	1	0	1	1	0	1	2	2	0
Cronos (1993)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fright Night (1985)	0	1	0	0	0	1	0	0	0	0	0	0	0	0
Horror of Dracula (1958)	0	1	0	0	0	0	1	0	0	0	0	0	0	0
Martin (1977)	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Queen of the Damned (2002)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The Monster Squad (1987)	0	0	0	0	1	0	0	0	0	1	0	0	0	0
The Night Stalker (1972)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	2	2	1	1	2	2	1	2	1	3	1	2	1	1
Not applicable, I do not like any vampire films or TV shows	42	36	49	26	25	42	66	44	41	42	43	39	43	46
Don't know	5	7	3	4	4	5	6	4	6	3	3	6	7	4

	Gender		Age				Social grade		Region					
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2138	1039	1099	258	547	730	602	1203	909	272	696	458	526	186
Unweighted Sample	2138	1007	1131	177	571	809	581	1385	727	282	738	406	511	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Since 2005, a series of four vampire based novels entitled 'Twilight,' 'New Moon,' 'Eclipse' and 'Breaking Dawn,' by author Stephanie Meyer, have been released.

How many, if any, of the books have you read from this series?

None	91	95	87	77	87	95	97	91	91	90	91	90	92	92
One	3	2	3	4	4	2	2	3	3	4	3	2	2	3
Two	1	1	1	3	2	1	0	1	2	2	1	1	1	1
Three	1	0	1	3	0	1	0	0	1	1	1	0	1	1
Four	4	2	7	13	7	2	1	5	4	3	4	6	4	3

In 2008, a film was released entitled 'Twilight' which was based on the characters and story lines from the Twilight book series. A second film was released in 2009 entitled 'The Twilight Saga: New Moon.'

Have you watched either of these films? (Please tick all that apply)

Yes - Twilight	19	14	22	40	28	15	5	20	17	15	18	19	20	20
Yes - The Twilight Saga: 'New Moon'	12	9	15	28	20	9	1	12	12	9	11	13	12	17
No - neither of them	77	81	73	50	66	81	93	76	78	80	79	75	76	72
Don't know	2	2	2	5	2	2	1	2	2	1	2	3	3	1

The next film in the Twilight Saga, entitled 'The Twilight Saga: Eclipse,' is being released in the UK in July. Are you planning on watching this film at the cinema?

Yes - I will watch it at the cinema	8	6	11	24	13	6	1	9	8	7	8	9	9	10
No - I will wait until it is released on DVD	14	13	14	15	19	14	8	12	16	12	13	13	14	17
No - I will not watch this film at all	66	70	63	48	58	68	80	69	63	71	67	64	68	60
Don't know	12	12	11	12	10	12	12	10	13	11	12	14	9	13

Overall, which do you like the most- the book(s) or the film(s)?

[Only those who have read at least one of the books and have watched at least one of the films]

I like the book(s) more than the film(s)	55	50	56	52	61	42	60	62	45	60	51	63	51	47
I like the film(s) more than the book(s)	15	29	11	14	14	13	20	15	14	18	10	12	23	6
I like both equally	28	15	31	32	22	41	14	18	41	16	35	23	24	47
I do not like either	2	4	2	2	2	1	5	3	1	5	3	0	2	0
Don't know	0	2	0	0	0	2	0	1	0	0	0	2	0	0

	Gender		Age				Social grade		Region					
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2138	1039	1099	258	547	730	602	1203	909	272	696	458	526	186
Unweighted Sample	2138	1007	1131	177	571	809	581	1385	727	282	738	406	511	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the books and the films the two leading male characters, Edward Cullen and Jacob Black, compete for the affection of the leading female character, Bella. Who would you prefer to win Bella's affection, Edward or Jacob?

[Only those who have read at least one of the books OR have watched at least one of the films]

Edward Cullen	44	32	52	51	40	42	51	44	45	43	44	48	43	39
Jacob Black	21	19	22	23	27	13	16	18	24	24	21	15	22	31
Neither	11	17	8	12	13	10	6	12	11	11	14	7	12	11
Don't know	24	32	18	15	21	35	28	26	20	23	22	30	22	19

Would you say you were...?

[Only those who have read at least one of the books OR have watched at least one of the films]

Team Jacob	16	12	18	21	19	8	8	14	18	23	14	11	17	18
Team Edward	29	20	34	31	28	28	30	30	28	30	29	28	30	24
Neither	47	59	40	40	43	59	51	49	46	41	45	50	47	56
Don't know	8	9	8	9	9	6	10	8	8	6	11	11	5	2

Would you rather be a...?

[Only those who have read at least one of the books OR have watched at least one of the films]

Werewolf	16	22	12	24	14	15	4	17	14	21	14	13	17	20
Vampire	44	36	49	42	55	33	37	43	46	40	49	39	46	36
Neither	34	35	34	25	27	47	54	35	34	29	31	40	34	40
Don't know	6	7	5	9	5	5	4	5	7	10	6	8	3	4