

Sample 1000 Adult Interviews  
 Conducted December 16 - 18, 2015  
 Margin of Error ±4.2%

1. Do you like or dislike Star Wars?

Like a lot .....	30%
Like a little .....	32%
Dislike a little .....	11%
Dislike a lot .....	12%
Not sure .....	16%

2. What is your favorite Star Wars Movie?

Episode I: The Phantom Menace .....	5%
Episode II: Attack of the Clones .....	1%
Episode III: Revenge of the Sith .....	2%
Episode IV: A New Hope .....	7%
Episode V: The Empire Stricks Back .....	18%
Episode VI: Return of the Jedi .....	14%
Not sure .....	22%
I have never watched a Star Wars movie .....	31%

3. What is your least favorite Star Wars Movie?

Episode I: The Phantom Menace .....	11%
Episode II: Attack of the Clones .....	9%
Episode III: Revenge of the Sith .....	5%
Episode IV: A New Hope .....	3%
Episode V: The Empire Stricks Back .....	2%
Episode VI: Return of the Jedi .....	2%
Not sure .....	36%
I have never watched a Star Wars movie .....	31%

4. Are you intending to go and watch Episode VII: The Force Awakens at movie theaters?

Definitely .....	18%
Probably .....	16%
Probably not .....	24%
Definitely not .....	31%
Not sure .....	10%

5. How old were you when you first watched a Star Wars movie?

Preschool .....	3%
Elementary school .....	19%
Middle or high school .....	13%
Young adult .....	19%
Adult .....	15%
Elderly .....	-
Never watched a Star Wars movie .....	31%

6. Do you think Star Wars movies are mainly for kids, adults, or everyone?

Kids .....	8%
Adults .....	6%
Everyone .....	75%
Not sure .....	12%

<b>Interviewing Dates</b>	December 16 - 18, 2015
<b>Target population</b>	U.S. adults, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
<b>Weighting</b>	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.155 to 4.04, with a mean of one and a standard deviation of 0.902.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4.2% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	20 questions not reported.