

## YouGov Survey Results

Sample Size: 1601 GB Adults  
Fieldwork: 1st - 2nd July 2015

Total	Vote in 2015				Gender		Age				Social Grade		Region					England / Wales
	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>1601</b>	544	448	112	192	776	825	191	405	548	458	913	688	205	520	343	394	139	1462
Unweighted Sample	520	429	145	184	809	792	122	241	640	598	1068	533	171	593	332	381	124	1477
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following new movies coming out in cinemas soon have you HEARD anything about? Please tick all that apply

TED 2 (15) Directed by: Seth MacFarlane Starring: Liam Neeson, Mark Wahlberg, Amanda Seyfried	50	44	54	45	43	52	49	65	62	51	32	51	49	44	49	52	48	68	49
AMY (15) Directed by: Asif Kapadia Starring: Amy Winehouse	48	45	49	54	44	44	51	48	48	47	47	51	43	50	46	44	49	51	47
TERMINATOR GENISYS (12A) Directed by: Alan Taylor Starring: Arnold Schwarzenegger, Emilia Clarke, Jai Courtney	44	38	50	48	37	50	39	49	58	46	28	44	44	42	43	46	42	53	43
MAGIC MIKE XXL (15) Directed by: Gregory Jacobs Starring: Elizabeth Banks, Channing Tatum, Amber Heard	28	21	32	37	27	23	32	52	40	25	10	29	25	29	25	25	32	31	27
ANT-MAN (TBA) Directed by: Peyton Reed Starring: Paul Rudd, Evangeline Lilly, Hayley Atwell	18	14	20	25	12	20	15	40	28	13	5	20	15	16	16	17	22	15	18
INSIDE OUT (U) Directed by: Pete Docter, Ronaldo Del Carmen Starring: Amy Poehler, Bill Hader, Lewis Black	15	11	20	19	8	15	16	38	22	13	4	18	13	16	16	14	15	18	15
SOUTHPAW (15) Directed by: Antoine Fuqua Starring: Rachel McAdams, Jake Gyllenhaal, Forest Whitaker	7	6	7	11	6	8	7	6	13	5	4	8	6	6	7	9	7	5	7
MAGGIE (15) Directed by: Henry Hobson Starring: Arnold Schwarzenegger, Abigail Breslin, Joely Richardson	6	6	6	4	3	7	4	7	9	4	4	6	5	3	4	5	8	11	5
THE GALLOWS (15) Directed by: Travis Cluff, Chris Lofing Starring: Cassidy Gifford, Pfeifer Brown, Ryan Shoos	3	3	2	1	4	3	2	4	5	1	1	3	2	2	1	3	3	3	2
SELF/LESS (12A) Directed by: Tarsem Singh Starring: Ryan Reynolds, Matthew Goode, Ben Kingsley	2	2	2	3	2	3	2	6	3	1	1	3	1	1	1	2	2	4	2
TRUE STORY (15) Directed by: Rupert Goold Starring: James Franco, Jonah Hill, Felicity Jones	1	1	2	1	2	1	2	0	3	1	1	1	2	1	2	2	1	2	1
EDEN (15) Directed by: Mia Hansen-Løve Starring: Félix de Givry, Pauline Etienne, Vincent Macaigne	1	2	0	2	1	2	1	3	1	1	1	1	1	3	1	1	1	0	1
None of these	20	25	16	22	21	21	20	10	13	20	30	19	22	22	22	19	20	11	21
Don't know	4	5	5	1	6	5	4	5	3	4	6	4	5	5	4	4	5	4	4

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	Cinema in the next 7 days?		How often do you go to the cinema?			
	Definitely/ Probably	Probably Not/ Definitely Not	Frequently	Not Frequently	Don't know	
<b>Weighted Sample</b>	<b>1601</b>	238	1293	582	952	67
Unweighted Sample	1601	205	1340	537	1011	53
	%	%	%	%	%	%

Which of the following new movies coming out in cinemas soon have you HEARD anything about? Please tick all that apply

TED 2 (15) Directed by: Seth MacFarlane Starring: Liam Neeson Mark Wahlberg Amanda Seyfried	50	75	46	67	41	38
AMY (15) Directed by: Asif Kapadia Starring: Amy Winehouse	48	51	47	53	45	30
TERMINATOR GENISYS (12A) Directed by: Alan Taylor Starring: Arnold Schwarzenegger Emilia Clarke Jai Courtney	44	68	40	60	36	30
MAGIC MIKE XXL (15) Directed by: Gregory Jacobs Starring: Elizabeth Banks Channing Tatum Amber Heard	28	48	24	39	22	10
ANT-MAN (TBA) Directed by: Peyton Reed Starring: Paul Rudd Evangeline Lilly Hayley Atwell	18	38	14	32	10	7
INSIDE OUT (U) Directed by: Pete Docter, Ronaldo Del Carmen Starring: Amy Poehler Bill Hader Lewis Black	15	29	13	27	9	1
SOUTHPAW (15) Directed by: Antoine Fuqua Starring: Rachel McAdams Jake Gyllenhaal Forest Whitaker	7	15	6	12	4	1
MAGGIE (15) Directed by: Henry Hobson Starring: Arnold Schwarzenegger Abigail Breslin Joely Richardson	6	15	4	10	3	6
THE GALLOWS (15) Directed by: Travis Cluff, Chris Lofing Starring: Cassidy Gifford Pfeifer Brown Ryan Shoos	3	10	1	6	1	0
SELF/LESS (12A) Directed by: Tarsem Singh Starring: Ryan Reynolds Matthew Goode Ben Kingsley	2	10	1	4	1	0
TRUE STORY (15) Directed by: Rupert Goold Starring: James Franco Jonah Hill Felicity Jones	1	2	1	2	1	0
EDEN (15) Directed by: Mia Hansen-Løve Starring: Félix de Givry Pauline Etienne Vincent Macaigne	1	4	1	2	1	0
None of these	20	2	23	7	27	38
Don't know	4	2	4	2	5	16

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Weighted Sample  
Unweighted Sample

Total	Vote in 2015					Gender		Age				Social Grade		Region					England / Wales
	Con	Lab	Lib Dem	UKIP		Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
1601	544	448	112	192		776	825	191	405	548	458	913	688	205	520	343	394	139	1462
1601	520	429	145	184		809	792	122	241	640	598	1068	533	171	593	332	381	124	1477
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Looking at the same list, which movies (if any) would you LIKE to see?

TERMINATOR GENISYS (12A) Directed by: Alan Taylor Starring: Arnold Schwarzenegger, Emilia Clarke, Jai Courtney	25	24	26	28	33	35	16	22	33	29	15	25	26	21	24	28	25	28	25
TED 2 (15) Directed by: Seth MacFarlane Starring: Liam Neeson, Mark Wahlberg, Amanda Seyfried	24	20	26	24	26	29	20	28	34	25	14	26	22	13	23	26	25	41	23
AMY (15) Directed by: Asif Kapadia Starring: Amy Winehouse	16	13	21	12	15	12	20	17	19	17	13	18	14	18	14	15	19	15	16
INSIDE OUT (U) Directed by: Pete Docter Starring: Amy Poehler, Bill Hader, Lewis Black, Carmen	14	10	18	20	7	12	15	31	23	11	2	15	12	16	14	13	13	15	14
ANT-MAN (TBA) Directed by: Peyton Reed Starring: Paul Rudd, Evangeline Lilly, Hayley Atwell	13	12	15	16	12	17	10	27	21	10	5	14	12	5	13	16	17	12	13
TRUE STORY (15) Directed by: Rupert Goold Starring: James Franco, Jonah Hill, Felicity Jones	9	8	9	10	12	8	10	8	10	9	7	9	8	7	7	12	8	12	8
MAGGIE (15) Directed by: Henry Hobson Starring: Arnold Schwarzenegger, Abigail Breslin, Joely Richardson	9	9	9	12	12	9	10	7	11	11	8	9	10	5	8	15	7	15	9
MAGIC MIKE XXL (15) Directed by: Gregory Jacobs Starring: Elizabeth Banks, Channing Tatum, Amber Heard	8	6	12	4	5	3	12	20	14	4	2	9	7	11	7	9	7	8	8
SELF/LESS (12A) Directed by: Tarsem Singh Starring: Ryan Reynolds, Matthew Goode, Ben Kingsley	8	6	9	10	7	8	7	10	11	8	2	7	8	7	7	10	7	7	8
SOUTHPAW (15) Directed by: Antoine Fuqua Starring: Rachel Watson, Jake Gyllenhaal, Forest Whitaker, McAdams	7	7	7	6	9	8	6	7	13	6	4	6	8	3	5	15	6	5	7
THE GALLOWS (15) Directed by: Travis Cluff, Chris Lofing Starring: Cassidy Gifford, Pfeifer Brown, Ryan Shoos	6	5	8	5	12	8	5	7	7	8	4	5	8	2	3	12	8	8	6
EDEN (15) Directed by: Mia Hansen-Løve Starring: Félix de Givry, Pauline Etienne, Vincent Macaigne	3	4	3	4	3	3	3	3	2	4	3	4	2	2	4	5	2	2	3
None of these	29	34	26	26	27	27	31	19	19	27	44	27	31	33	29	29	31	20	30
Don't know	10	12	8	9	12	8	11	12	6	8	14	9	10	12	11	9	9	5	10

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<b>Weighted Sample</b>	<b>1601</b>	238	1293	582	952	67
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	%	%	%	%	%	%

**Looking at the same list, which movies (if any) would you LIKE to see?**

TERMINATOR GENISYS (12A) Directed by: Alan Taylor Starring: Arnold Schwarzenegger Emilia Clarke Jai Courtney	<b>25</b>	48	21	36	19	8
TED 2 (15) Directed by: Seth MacFarlane Starring: Liam Neeson Mark Wahlberg Amanda Seyfried	<b>24</b>	38	22	36	18	18
AMY (15) Directed by: Asif Kapadia Starring: Amy Winehouse	<b>16</b>	19	16	21	14	7
INSIDE OUT (U) Directed by: Pete Docter, Ronaldo Del Carmen Starring: Amy Poehler Bill Hader Lewis Black	<b>14</b>	23	12	24	8	1
ANT-MAN (TBA) Directed by: Peyton Reed Starring: Paul Rudd Evangeline Lilly Hayley Atwell	<b>13</b>	25	11	23	8	6
TRUE STORY (15) Directed by: Rupert Goold Starring: James Franco Jonah Hill Felicity Jones	<b>9</b>	7	9	11	8	1
MAGGIE (15) Directed by: Henry Hobson Starring: Arnold Schwarzenegger Abigail Breslin Joely Richardson	<b>9</b>	14	9	14	7	7
MAGIC MIKE XXL (15) Directed by: Gregory Jacobs Starring: Elizabeth Banks Channing Tatum Amber Heard	<b>8</b>	20	6	14	5	6
SELF/LESS (12A) Directed by: Tarsem Singh Starring: Ryan Reynolds Matthew Goode Ben Kingsley	<b>8</b>	14	7	11	6	1
SOUTHPAW (15) Directed by: Antoine Fuqua Starring: Rachel McAdams Jake Gyllenhaal Forest Whitaker	<b>7</b>	12	7	12	5	1
THE GALLOWS (15) Directed by: Travis Cluff, Chris Lofing Starring: Cassidy Gifford Pfeifer Brown Ryan Shoos	<b>6</b>	11	6	9	5	0
EDEN (15) Directed by: Mia Hansen-Løve Starring: Félix de Givry Pauline Etienne Vincent Macaigne	<b>3</b>	5	3	4	3	1
None of these	<b>29</b>	8	34	13	38	36
Don't know	<b>10</b>	4	10	4	11	38

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Unweighted Sample	1601	520	429	145	184	809	792	122	241	640	598	1068	533	171	593	332	381	124	1477
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were to go to the cinema in the next SEVEN DAYS, which movie do you think it is most likely that you would see?

Jurassic World	14	15	14	14	9	14	14	16	21	10	12	13	15	18	13	14	15	9	15
Minions	13	13	13	12	13	12	14	20	13	16	7	13	13	13	13	13	13	14	13
Terminator Genisys	8	8	8	12	11	13	3	4	11	11	4	8	8	5	8	12	7	6	8
Mr. Holmes	7	8	6	10	6	6	8	5	3	8	10	8	6	9	7	5	7	8	7
Amy	6	4	10	6	5	4	9	3	7	8	5	7	6	7	6	5	7	8	6
Spy	3	3	3	1	2	4	3	5	4	3	1	3	3	2	4	3	3	4	3
San Andreas	3	3	3	2	3	3	3	3	2	4	2	2	4	2	3	3	3	5	3
Mad Max: Fury Road	3	2	3	5	1	4	3	6	3	5	1	3	3	2	5	1	2	7	3
The Avengers: Age Of Ultron	3	3	4	2	3	4	2	5	4	3	3	4	2	2	3	3	3	5	3
Shaun The Sheep Movie	2	3	3	2	2	2	2	0	1	2	5	2	2	1	2	4	2	1	2
Magic Mike XXL	2	1	3	1	2	1	3	5	6	1	0	2	3	3	2	2	3	2	2
Entourage	1	1	1	0	0	0	1	1	1	1	0	1	0	0	1	1	1	0	1
The Longest Ride	1	1	0	1	4	1	1	5	1	1	1	1	2	0	0	1	2	2	1
Insidious Chapter 3	1	1	1	0	4	1	2	1	3	2	0	1	2	0	1	3	2	0	2
Cinderella	1	1	1	1	2	0	2	2	2	0	1	1	1	1	2	0	1	1	1
Slow West	1	0	0	2	1	1	0	1	1	0	0	1	0	1	1	0	0	0	1
Home	0	0	1	0	0	0	0	0	1	0	0	0	0	2	0	0	0	0	0
Knock Knock	0	0	0	1	1	1	0	0	0	1	1	0	1	0	0	1	0	1	0
The Overnight	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0
Something else	6	8	4	5	6	4	7	1	2	7	10	6	6	7	6	5	6	6	6
Don't know	22	25	21	21	27	22	22	15	14	18	37	22	22	24	22	24	21	20	22

Do you think you will go to the cinema in the next SEVEN DAYS?

Yes, definitely	5	6	5	4	7	6	4	12	7	5	1	6	4	10	4	4	5	7	5
Yes, probably	10	9	10	14	3	9	10	21	12	8	4	11	8	8	8	12	10	12	9
<b>TOTAL YES</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>18</b>	<b>10</b>	<b>15</b>	<b>14</b>	<b>33</b>	<b>19</b>	<b>13</b>	<b>5</b>	<b>17</b>	<b>12</b>	<b>18</b>	<b>12</b>	<b>16</b>	<b>15</b>	<b>19</b>	<b>14</b>
No, probably not	31	30	31	36	28	32	30	33	36	31	26	33	29	25	36	28	30	32	31
No, definitely not	50	54	46	43	59	48	51	23	40	52	67	47	54	46	50	54	51	39	51
<b>TOTAL NO</b>	<b>81</b>	<b>84</b>	<b>77</b>	<b>79</b>	<b>87</b>	<b>80</b>	<b>81</b>	<b>56</b>	<b>76</b>	<b>83</b>	<b>93</b>	<b>80</b>	<b>83</b>	<b>71</b>	<b>86</b>	<b>82</b>	<b>81</b>	<b>71</b>	<b>82</b>
Don't know	4	1	7	3	3	5	4	11	4	5	1	4	5	11	1	3	4	10	4

How often do you go to the cinema?

Every week	2	3	1	0	2	2	1	6	3	1	0	2	1	6	1	0	2	1	2
Most weeks	2	1	3	3	1	2	2	4	4	1	1	2	1	3	1	2	2	1	2
More than once a month	4	3	6	6	2	4	5	7	5	4	3	4	5	5	4	6	3	2	5
Around once a month	10	9	13	9	9	11	9	11	15	11	4	11	9	6	11	8	11	14	10
Once every 2-3 months	18	18	18	23	13	18	19	23	25	17	12	22	14	16	19	17	18	24	18
More than once a year	13	11	11	19	11	13	13	19	13	13	11	14	12	11	15	13	11	15	13
Once a year or less	46	52	43	37	57	45	47	22	33	49	65	41	53	45	47	48	49	38	47
Don't know	4	2	6	3	5	5	4	8	2	5	4	3	5	7	2	6	4	5	4

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	Definitely/ Probably	Probably Not/ Definitely Not	Frequently	Not Frequently	Don't know	
<b>Weighted Sample</b>	<b>1601</b>	<b>238</b>	<b>1293</b>	<b>582</b>	<b>952</b>	<b>67</b>
Unweighted Sample	1601	205	1340	537	1011	53
	%	%	%	%	%	%

If you were to go to the cinema in the next SEVEN DAYS, which movie do you think it is most likely that you would see?

Jurassic World	14	15	14	16	14	3
Minions	13	21	12	17	11	14
Terminator Genisys	8	16	7	11	6	1
Mr. Holmes	7	6	8	7	7	1
Amy	6	5	7	6	7	3
Spy	3	6	2	6	1	5
San Andreas	3	1	3	3	3	0
Mad Max: Fury Road	3	1	4	3	3	0
The Avengers: Age Of Ultron	3	1	3	4	3	0
Shaun The Sheep Movie	2	1	3	1	3	3
Magic Mike XXL	2	10	1	4	1	0
Entourage	1	1	1	1	1	0
The Longest Ride	1	2	1	2	1	0
Insidious Chapter 3	1	2	1	2	1	0
Cinderella	1	1	1	2	1	0
Slow West	1	3	0	1	0	0
Home	0	2	0	1	0	0
Knock Knock	0	2	0	1	0	0
The Overnight	0	1	0	1	0	0
Something else	6	2	7	2	8	13
Don't know	22	2	25	8	28	57

Do you think you will go to the cinema in the next SEVEN DAYS?

Yes, definitely	5	36	0	14	1	0
Yes, probably	10	64	0	22	2	6
<b>TOTAL YES</b>	<b>15</b>	<b>100</b>	<b>0</b>	<b>36</b>	<b>3</b>	<b>6</b>
No, probably not	31	0	38	45	24	1
No, definitely not	50	0	62	15	70	59
<b>TOTAL NO</b>	<b>81</b>	<b>0</b>	<b>100</b>	<b>60</b>	<b>94</b>	<b>60</b>
Don't know	4	0	0	4	3	34

How often do you go to the cinema?

Every week	2	11	0	4	0	0
Most weeks	2	12	0	5	0	0
More than once a month	4	19	1	12	0	0
Around once a month	10	27	7	28	0	0
Once every 2-3 months	18	18	19	51	0	0
More than once a year	13	8	14	0	22	0
Once a year or less	46	3	56	0	78	0
Don't know	4	2	3	0	0	100