

1. Which summer blockbuster movie are you looking forward to seeing most?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1047	A	B	C	D	E	F	G	H	I
Weighted	1047	574	473	175	344	528	93	297	517	140
		507	540	292	416	339	125*	391	341	190
The Twilight Saga: Eclipse	127	34	94	63	48	17	13	54	37	24
	12%	7%	17%	21%	12%	5%	10%	14%	11%	12%
Toy Story 3	90	33	56	47	33	9	3	24	37	26
	9%	7%	10%	16%	8%	3%	2%	6%	11%	14%
The A-Team	85	53	32	34	30	22	8	31	28	18
	8%	10%	6%	11%	7%	6%	6%	8%	8%	10%
The Karate Kid	84	30	54	26	31	26	17	32	25	10
	8%	6%	10%	9%	8%	8%	13%	8%	7%	5%
Eat, Pray, Love	44	11	34	13	18	13	3	11	16	14
	4%	2%	6%	4%	4%	4%	3%	3%	5%	7%
I'm not looking forward to any of these	616	346	270	110	255	252	82	238	198	98
	59%	68%	50%	38%	61%	74%	65%	61%	58%	52%
		B			C	CD				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

2. Which summer blockbuster movie so far were you most disappointed with?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1047	A	B	C	D	E	F	G	H	I
Weighted	1047	574	473	175	344	528	93	297	517	140
		507	540	292	416	339	125*	391	341	190
I haven't seen any of these movies	866 83%	419 83%	447 83%	214 73%	354 85%	299 88%	103 83%	324 83%	289 85%	150 79%
Sex and the City 2	57 5%	30 6%	27 5%	19 7%	24 6%	14 4%	10 8%	22 6%	14 4%	11 6%
Robin Hood	24 2%	14 3%	11 2%	15 5%	4 1%	4 1%	2 1%	7 2%	6 2%	9 5%
Prince of Persia: The Sands of Time	14 1%	6 1%	8 1%	4 1%	9 2%	2 0	0 -	3 1%	5 2%	6 3%
Shrek Forever After	9 1%	6 1%	4 1%	2 1%	3 1%	4 1%	1 1%	4 1%	3 1%	1 1%
I wasn't disappointed by any of these movies	76 7%	32 6%	44 8%	37 13%	22 5%	16 5%	9 7%	31 8%	25 7%	12 6%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

## 2. (Rebased) Which summer blockbuster movie so far were you most disappointed with?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have seen at least one blockbuster	159	83	76	46	50	63	14	48	69	28
Weighted	181	88*	93*	78*	62*	41*	22**	67*	53*	39**
Sex and the City 2	57 32%	30 34%	27 29%	19 24%	24 38%	14 35%	10 46%	22 33%	14 26%	11 29%
Robin Hood	24 13%	14 15%	11 11%	15 20%	4 7%	4 11%	2 8%	7 10%	6 12%	9 24%
Prince of Persia: The Sands of Time	14 8%	6 7%	8 8%	4 5%	9 14%	2 4%	0 -	3 5%	5 10%	6 14%
Shrek Forever After	9 5%	6 6%	4 4%	2 3%	3 5%	4 10%	1 4%	4 6%	3 5%	1 3%
I wasn't disappointed by any of these movies	76 42%	32 37%	44 47%	37 48%	22 36%	16 40%	9 41%	31 46%	25 47%	12 30%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing