

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1047	A	B	C	D	E	F	G	H	I	J	K
Weighted	1047	135	111	69	382	266	84	217	309	521	148	899
		138	107*	68*	401	255	77*	228	323	496	197	850
The Twilight Saga: Eclipse	127	10	8	5	50	46	8	30	43	55	48	80
	12%	7%	8%	8%	13%	18%	10%	13%	13%	11%	24%	9%
						AB					K	
Toy Story 3	90	16	6	6	31	30	1	27	17	46	23	67
	9%	12%	6%	9%	8%	12%	1%	12%	5%	9%	12%	8%
		F		F	F	F		H				
The A-Team	85	10	3	9	41	15	7	10	27	48	22	63
	8%	8%	3%	14%	10%	6%	9%	5%	8%	10%	11%	7%
				BE	B					G		
The Karate Kid	84	8	7	6	41	14	7	18	33	33	13	70
	8%	6%	7%	9%	10%	6%	9%	8%	10%	7%	7%	8%
Eat, Pray, Love	44	5	5	6	11	13	4	7	12	25	5	39
	4%	4%	5%	9%	3%	5%	6%	3%	4%	5%	3%	5%
				D								
I'm not looking forward to any of these	616	89	77	36	226	137	51	136	192	289	85	532
	59%	64%	72%	53%	56%	54%	66%	60%	59%	58%	43%	63%
			CDE									J

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1047	A	B	C	D	E	F	G	H	I	J	K
Weighted	1047	135	111	69	382	266	84	217	309	521	148	899
		138	107*	68*	401	255	77*	228	323	496	197	850
I haven't seen any of these movies	866	119	94	60	334	192	67	186	260	420	150	716
	83%	86%	88%	89%	83%	75%	86%	82%	80%	85%	77%	84%
		E	E	E	E							J
Sex and the City 2	57	4	4	3	21	23	2	5	18	33	10	47
	5%	3%	4%	4%	5%	9%	2%	2%	6%	7%	5%	6%
						A				G		
Robin Hood	24	4	2	0	11	6	0	7	9	8	3	21
	2%	3%	2%	-	3%	2%	-	3%	3%	2%	2%	2%
Prince of Persia: The Sands of Time	14	3	0	0	7	4	1	3	7	4	6	9
	1%	2%	-	-	2%	1%	1%	1%	2%	1%	3%	1%
Shrek Forever After	9	1	3	0	3	3	0	2	4	3	1	8
	1%	1%	3%	1%	1%	1%	-	1%	1%	1%	1%	1%
I wasn't disappointed by any of these movies	76	7	4	4	25	28	8	24	26	27	26	50
	7%	5%	3%	6%	6%	11%	11%	10%	8%	5%	13%	6%
						B		I			K	

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have seen at least one blockbuster	159	19	10	7	54	59	10	35	48	76	34	125
Weighted	181	19**	13**	8**	67*	63*	11**	42**	63*	76*	46**	135*
Sex and the City 2	57 32%	4 21%	4 32%	3 37%	21 32%	23 37%	2 17%	5 13%	18 29%	33 44%	10 22%	47 35%
Robin Hood	24 13%	4 22%	2 19%	0 -	11 17%	6 10%	0 -	7 17%	9 13%	8 11%	3 6%	21 16%
Prince of Persia: The Sands of Time	14 8%	3 15%	0 -	0 -	7 10%	4 6%	1 6%	3 8%	7 11%	4 5%	6 12%	9 6%
Shrek Forever After	9 5%	1 5%	3 21%	0 6%	3 4%	3 4%	0 -	2 6%	4 6%	3 5%	1 3%	8 6%
I wasn't disappointed by any of these movies	76 42%	7 37%	4 28%	4 57%	25 38%	28 43%	8 77%	24 57%	26 40%	27 36%	26 57%	50 37%

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