

2. If you could wake up one day and find yourself to be an animated character, which of the following movie sequels would you most want to have a part in?

		Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	2104	1004	1100	445	888	771	141	468	985	510	598	359	379	768	1991	86	15	12	1098	312	248	446	638	555	911
Weighted	2104	1020	1084	587	778	739	220	736	825	324	589	359	363	793	1982	89	16	17	1134	286	239	446	606	549	948
How to Train your Dragon 2	576	276	299	141	197	237	52	201	229	94	142	94	114	226	540	26	5	5	285	81	81	129	169	147	260
	27%	27%	28%	24%	25%	32%	24%	27%	28%	29%	24%	26%	31%	29%	27%	29%	29%	31%	25%	28%	34%	29%	28%	27%	27%
The Smurfs 2	567	255	313	141	194	233	81	195	226	65	163	90	88	226	527	34	3	3	303	81	57	126	151	147	270
	27%	25%	29%	24%	25%	32%	37%	26%	27%	20%	28%	25%	24%	28%	27%	38%	20%	16%	27%	28%	24%	28%	25%	27%	28%
Despicable Me 2	395	199	196	108	164	123	29	143	157	67	113	82	71	129	375	12	5	3	224	53	44	74	118	113	164
	19%	20%	18%	18%	21%	17%	13%	19%	19%	21%	19%	23%	20%	16%	19%	13%	33%	20%	20%	19%	19%	17%	19%	21%	17%
Monster's University	357	184	173	117	149	92	33	118	131	75	96	55	65	141	342	9	1	5	203	43	35	76	108	85	163
	17%	18%	16%	20%	19%	12%	15%	16%	16%	23%	16%	15%	18%	18%	17%	10%	8%	28%	18%	15%	15%	17%	18%	16%	17%
Cloudy with a Chance of Meatballs 2	209	107	102	80	74	54	24	79	82	24	75	38	25	71	198	8	2	1	120	26	22	41	60	57	92
	10%	10%	9%	14%	10%	7%	11%	11%	10%	7%	13%	11%	7%	9%	10%	9%	10%	4%	11%	9%	9%	9%	10%	10%	10%
				DE							LM					*	**	**							

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

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