

## YouGov Survey Results

Sample Size: 1649 GB Adults  
Fieldwork: 11th - 12th December 2016

	Gender		Age				Social Grade		Region					Which of the following most closely describes your feelings towards the Star Wars films in general?		Would you describe yourself as a Star Wars fan?			Which side of the Force would you rather join – the dark side or the light side?				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Total Love / Like Star Wars	Total Dislike / Hate Star Wars	I would describe myself as a Star Wars fan	I would not describe myself as a Star Wars fan	Don't know	I would rather join the dark side	I would rather join the light side	Don't know	
<b>Weighted Sample</b>	<b>1649</b>	<b>798</b>	<b>851</b>	<b>191</b>	<b>704</b>	<b>407</b>	<b>346</b>	<b>940</b>	<b>709</b>	<b>198</b>	<b>547</b>	<b>355</b>	<b>397</b>	<b>152</b>	<b>797</b>	<b>535</b>	<b>388</b>	<b>1176</b>	<b>85</b>	<b>136</b>	<b>617</b>	<b>210</b>	
<b>Unweighted Sample</b>	<b>1649</b>	<b>716</b>	<b>933</b>	<b>163</b>	<b>669</b>	<b>441</b>	<b>376</b>	<b>1015</b>	<b>634</b>	<b>154</b>	<b>591</b>	<b>346</b>	<b>396</b>	<b>162</b>	<b>794</b>	<b>524</b>	<b>378</b>	<b>1193</b>	<b>78</b>	<b>126</b>	<b>627</b>	<b>210</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The new Star Wars movie "Rogue One" will be in British cinemas on 15th December. Do you plan to watch the film?

Yes, in the cinema	<b>19</b>	25	14	27	25	14	8	23	14	25	18	18	18	22	38	1	59	6	11	39	37	13
Yes, but not in the cinema	<b>15</b>	19	12	9	16	19	13	15	15	11	17	13	15	18	29	2	29	11	13	27	29	12
No	<b>58</b>	49	66	55	51	61	71	54	63	58	57	61	59	51	24	95	7	76	37	30	26	63
Don't know	<b>8</b>	7	8	8	8	7	9	8	8	7	7	8	8	9	9	2	5	6	39	5	8	12

Which of the following most closely describes your feelings towards the Star Wars films in general?

I love them	<b>14</b>	20	9	15	20	10	7	15	13	14	14	11	16	19	29	0	55	2	3	34	29	4
I like them	<b>34</b>	40	29	32	35	37	31	37	30	33	34	38	31	34	71	0	45	30	46	50	59	41
I dislike them	<b>22</b>	18	26	25	19	27	21	21	24	24	23	21	23	19	0	68	0	31	5	11	5	31
I hate them	<b>10</b>	6	14	10	11	9	10	7	14	11	11	9	11	11	0	32	0	14	3	0	1	7
Don't know	<b>19</b>	16	22	19	15	17	31	19	19	18	18	21	20	17	0	0	0	24	43	5	6	18

Would you describe yourself as a Star Wars fan?

I would describe myself as a Star Wars fan	<b>24</b>	32	16	29	30	19	14	26	21	22	26	20	23	29	49	0	100	0	0	47	48	13
I would not describe myself as a Star Wars fan	<b>71</b>	63	79	63	65	78	81	69	74	71	70	74	73	67	46	99	0	100	0	48	47	80
Don't know	<b>5</b>	5	6	7	6	3	5	5	6	7	5	6	4	4	5	1	0	0	100	5	5	7

Which of these Star Wars movies have you seen?

Episode V - The Empire Strikes Back	<b>52</b>	63	42	49	57	55	41	56	47	50	51	53	52	58	89	16	98	37	60	93	92	78
Episode VI - The Return of the Jedi	<b>49</b>	60	40	45	56	51	37	53	44	51	48	49	49	54	87	14	96	34	54	85	89	73
Episode I - The Phantom Menace	<b>44</b>	54	35	46	52	43	28	50	37	45	44	43	41	53	78	12	94	27	49	81	80	60
Episode IV - A New Hope	<b>39</b>	51	27	46	47	35	22	44	32	42	39	37	36	42	71	8	93	21	43	75	72	44
Episode II - Attack of the clones	<b>38</b>	49	28	48	46	33	22	41	34	37	39	36	37	44	71	7	91	20	42	73	71	43
Episode III - Revenge of the Sith	<b>37</b>	47	27	46	44	33	22	41	31	39	38	35	33	45	68	7	88	19	39	72	69	39
Episode VII - The Force Awakens	<b>36</b>	45	28	39	43	32	26	42	29	35	39	33	35	40	68	5	89	19	34	64	70	38
None of the above	<b>32</b>	22	42	33	27	30	46	28	39	30	33	33	33	31	1	67	0	44	19	0	0	0
Don't know	<b>9</b>	10	9	7	10	10	8	9	9	9	11	10	8	5	5	8	0	11	20	0	0	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[The following questions were only asked to those who had seen any of the above Star Wars films: n=963]

**Which Star Wars movie do you think is the best?**

Episode V - The Empire Strikes Back	28	33	21	18	31	26	29	31	23	27	26	33	25	33	33	8	38	21	29	32	31	16
Episode IV - A New Hope	14	17	9	15	18	12	4	15	11	11	16	11	16	9	15	9	19	9	11	14	16	5
Episode VI - The Return of the Jedi	12	14	10	4	13	17	8	12	13	11	12	10	17	6	14	5	15	10	4	9	15	5
Episode VII - The Force Awakens	5	4	6	11	4	3	2	5	3	3	7	3	3	5	5	2	6	3	10	3	6	2
Episode I - The Phantom Menace	4	3	5	5	3	4	6	4	3	5	3	3	3	9	4	4	4	4	4	7	3	3
Episode II - Attack of the clones	2	2	2	5	3	0	0	1	4	1	2	1	3	2	2	3	3	2	0	8	1	2
Episode III - Revenge of the Sith	2	3	2	7	2	2	1	4	1	2	2	2	3	6	3	0	5	1	3	11	1	0
Don't know	34	25	46	34	26	38	50	29	42	39	33	37	31	30	23	70	10	50	40	16	26	67

**Which of those characters from Star Wars do you like most?**

Han Solo	21	23	19	10	21	24	24	22	19	17	23	23	20	18	24	9	28	16	15	15	25	12
Yoda	12	10	15	5	13	13	13	11	14	7	14	11	12	15	13	13	11	12	20	9	14	8
R2-D2	9	8	9	12	7	9	8	8	10	9	9	10	9	4	9	6	7	9	9	8	9	7
Chewbacca	9	9	9	5	11	7	7	9	8	6	9	7	8	19	9	9	6	10	14	15	8	8
Obi-Wan Kenobi	7	9	6	15	4	8	10	8	6	11	8	7	5	6	8	1	11	5	4	4	9	4
Darth Vader	5	7	3	7	6	6	1	6	4	4	3	9	6	7	6	4	8	4	3	14	4	5
Luke Skywalker	5	6	4	4	5	4	6	5	5	8	5	2	6	4	5	3	6	5	0	4	6	4
C-3PO	4	5	4	3	3	5	9	5	4	5	4	4	5	5	5	4	3	5	7	2	5	4
Leia Organa	3	3	2	1	4	2	1	4	1	4	3	4	2	0	3	2	2	3	1	2	3	2
Anakin Skywalker	2	1	3	7	1	1	1	1	3	1	1	2	2	2	2	2	3	1	2	5	1	0
Jar Jar Binks	2	1	4	2	1	4	2	2	3	0	3	4	1	2	3	2	2	3	0	2	3	2
Padmé Amidala	1	1	1	1	1	2	0	1	2	1	1	1	1	0	1	1	1	1	0	1	1	1
Sheev Palpatine / Darth Sidious	1	1	0	3	0	0	0	1	0	2	1	0	0	0	1	1	1	1	0	1	0	1
Rey	1	2	1	3	2	1	0	2	1	0	1	1	2	2	1	2	2	1	0	0	2	1
Finn	1	0	1	1	1	0	0	1	0	1	1	0	0	0	0	1	1	0	0	1	1	0
Qui-Gon Jinn	0	0	0	1	0	0	0	0	1	0	0	0	1	1	0	0	0	0	0	0	0	0
Another character [SEE TAB 1 FOR RESPONSES]	3	3	3	5	4	0	1	2	3	2	2	3	3	5	3	2	3	2	7	6	2	2
Don't know	14	12	17	13	14	14	16	13	17	23	13	11	17	10	7	39	5	21	17	10	7	39

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent would you agree with the following statements?

The old Star Wars movies (episodes 4, 5 and 6) are better than the new ones.

Strongly agree	22	27	16	13	29	22	10	23	21	20	22	26	21	18	25	9	29	16	21	31	24	10
Agree more	34	38	29	42	36	33	25	36	31	35	36	33	34	30	38	21	43	28	32	30	39	23
<b>TOTAL AGREE</b>	<b>56</b>	<b>65</b>	<b>45</b>	<b>55</b>	<b>65</b>	<b>55</b>	<b>35</b>	<b>59</b>	<b>52</b>	<b>55</b>	<b>58</b>	<b>59</b>	<b>55</b>	<b>48</b>	<b>63</b>	<b>30</b>	<b>72</b>	<b>44</b>	<b>53</b>	<b>61</b>	<b>63</b>	<b>33</b>
Do not agree	14	12	18	14	12	14	22	14	15	14	14	12	14	23	16	10	17	12	17	14	17	6
Does not agree at all	3	3	2	1	3	4	1	3	2	5	2	3	2	4	2	5	2	4	0	4	2	4
<b>TOTAL DO NOT AGREE</b>	<b>17</b>	<b>15</b>	<b>20</b>	<b>15</b>	<b>15</b>	<b>18</b>	<b>23</b>	<b>17</b>	<b>17</b>	<b>19</b>	<b>16</b>	<b>15</b>	<b>16</b>	<b>27</b>	<b>18</b>	<b>15</b>	<b>19</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>10</b>
Don't know	27	20	36	30	20	28	42	24	32	26	26	26	30	25	19	53	10	39	30	20	18	57

I'm already looking forward to the new Star Wars movie "Rogue One".

Strongly agree	18	22	13	15	24	13	13	19	17	14	23	15	15	24	23	0	42	2	4	25	21	4
Agree more	30	32	28	41	31	29	22	31	29	35	28	35	27	29	38	2	45	19	32	25	37	15
<b>TOTAL AGREE</b>	<b>48</b>	<b>54</b>	<b>41</b>	<b>56</b>	<b>55</b>	<b>42</b>	<b>35</b>	<b>50</b>	<b>46</b>	<b>49</b>	<b>51</b>	<b>50</b>	<b>42</b>	<b>53</b>	<b>61</b>	<b>2</b>	<b>87</b>	<b>21</b>	<b>36</b>	<b>50</b>	<b>58</b>	<b>19</b>
Do not agree	25	25	25	28	22	25	31	26	23	27	25	25	24	27	21	33	8	37	31	22	24	30
Does not agree at all	15	12	18	10	12	20	15	13	16	15	15	14	15	16	6	56	1	25	5	15	8	32
<b>TOTAL DO NOT AGREE</b>	<b>40</b>	<b>37</b>	<b>43</b>	<b>38</b>	<b>34</b>	<b>45</b>	<b>46</b>	<b>39</b>	<b>39</b>	<b>42</b>	<b>40</b>	<b>39</b>	<b>39</b>	<b>43</b>	<b>27</b>	<b>89</b>	<b>9</b>	<b>62</b>	<b>36</b>	<b>37</b>	<b>32</b>	<b>62</b>
Don't know	12	9	15	7	10	12	19	10	14	9	10	11	20	5	11	9	4	16	28	12	10	19

Star Wars is just something for nerds.

Strongly agree	2	2	2	0	2	4	1	2	2	3	1	3	2	2	1	10	1	3	0	4	1	5
Agree more	8	8	8	7	8	9	9	6	12	9	8	7	8	13	5	23	3	12	6	7	6	14
<b>TOTAL AGREE</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>7</b>	<b>10</b>	<b>13</b>	<b>10</b>	<b>8</b>	<b>14</b>	<b>12</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>15</b>	<b>6</b>	<b>33</b>	<b>4</b>	<b>15</b>	<b>6</b>	<b>11</b>	<b>7</b>	<b>19</b>
Do not agree	41	38	45	45	37	45	46	43	38	38	44	39	41	41	40	41	32	48	40	48	39	43
Does not agree at all	43	47	38	41	52	37	29	45	41	46	43	47	40	39	51	14	64	27	48	38	52	19
<b>TOTAL DO NOT AGREE</b>	<b>84</b>	<b>85</b>	<b>83</b>	<b>86</b>	<b>89</b>	<b>82</b>	<b>75</b>	<b>88</b>	<b>79</b>	<b>84</b>	<b>87</b>	<b>86</b>	<b>81</b>	<b>80</b>	<b>91</b>	<b>55</b>	<b>96</b>	<b>75</b>	<b>88</b>	<b>86</b>	<b>91</b>	<b>62</b>
Don't know	5	4	7	6	2	5	15	5	7	4	4	5	8	5	3	12	0	9	7	3	1	19

Which side of the Force would you rather join – the dark side or the light side?

I would rather join the dark side	14	16	11	25	18	9	4	14	15	14	9	11	19	24	15	11	17	12	12	100	0	0
I would rather join the light side	64	64	63	60	64	67	63	65	63	57	72	65	60	55	72	29	76	56	58	0	100	0
Don't know	22	19	25	15	19	24	33	21	23	29	18	24	21	21	13	59	7	32	30	0	0	100

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What colour would you want your lightsaber blade to be?

Blue	<b>23</b>	28	17	15	23	26	26	23	23	22	23	22	22	33	25	20	25	23	15	17	27	17
Purple	<b>22</b>	14	33	20	24	22	17	21	24	16	26	21	22	18	22	23	25	19	26	26	24	13
Green	<b>12</b>	14	10	17	14	9	10	12	12	21	12	11	10	8	14	5	15	10	10	7	15	8
Red	<b>11</b>	13	8	12	11	10	10	11	11	3	10	15	11	15	12	6	14	8	16	21	9	10
White	<b>7</b>	7	7	5	8	6	7	7	6	10	6	5	10	4	8	6	7	7	6	3	8	6
Black	<b>5</b>	6	3	9	6	4	1	6	4	7	4	7	4	3	5	3	4	6	3	18	3	3
Yellow	<b>4</b>	3	5	6	3	4	4	4	3	5	4	2	4	4	3	5	3	4	0	1	5	1
Some other colour	<b>4</b>	4	5	6	4	5	3	4	5	1	6	5	2	5	4	4	3	5	4	4	4	4
Don't know	<b>12</b>	12	13	10	8	14	22	12	12	15	9	12	16	9	7	28	3	18	20	2	5	38