

YouGov Survey Results

Sample Size: 2097 GB Adults
Fieldwork: 20th - 22nd February 2017

	Gender		Age				Social Grade		Region					
	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2097	1015	1082	243	895	518	440	1195	902	252	696	451	505	193
Unweighted Sample	2097	964	1133	251	866	511	469	1261	836	168	735	475	528	191
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following films, please say whether you have watched or heard of each movie

Moonlight

I have watched this movie	2	3	1	7	2	1	2	3	1	6	1	2	2	3
I have not watched this movie, but I have heard of it	27	27	26	26	29	29	20	29	23	37	27	22	26	24
I have not watched or heard of this movie	71	70	72	67	69	70	79	68	76	57	72	76	72	73

Hacksaw Ridge

I have watched this movie	6	8	5	8	7	7	5	6	7	3	6	6	7	12
I have not watched this movie, but I have heard of it	47	53	42	43	50	49	43	47	47	53	45	46	48	51
I have not watched or heard of this movie	46	38	53	49	44	43	52	46	46	44	49	47	46	37

Arrival

I have watched this movie	7	9	6	10	10	6	3	9	6	10	7	7	6	9
I have not watched this movie, but I have heard of it	24	26	23	29	30	20	14	25	23	33	20	24	26	25
I have not watched or heard of this movie	68	65	72	61	60	74	83	66	71	56	73	69	68	66

Manchester by the Sea

I have watched this movie	3	3	3	4	3	3	4	4	3	4	3	3	3	4
I have not watched this movie, but I have heard of it	48	48	49	41	52	51	42	54	42	55	45	49	50	47
I have not watched or heard of this movie	48	48	48	55	45	46	55	43	56	41	51	48	47	50

Hidden Figures

I have watched this movie	3	3	2	4	2	2	3	4	2	4	2	2	3	4
I have not watched this movie, but I have heard of it	20	20	20	31	25	17	9	22	17	27	19	19	19	21
I have not watched or heard of this movie	77	77	78	65	73	80	89	74	81	69	78	79	78	75

Fences

I have watched this movie	2	2	2	4	1	1	2	2	1	3	1	1	2	4
I have not watched this movie, but I have heard of it	29	30	28	26	33	30	19	31	25	41	28	25	29	25
I have not watched or heard of this movie	70	69	71	70	65	69	80	67	73	56	71	75	69	71

La La Land

I have watched this movie	10	9	10	14	11	8	5	12	6	16	9	8	9	9
I have not watched this movie, but I have heard of it	79	77	81	73	76	83	83	80	77	73	80	81	78	78
I have not watched or heard of this movie	12	14	9	13	12	9	12	8	17	12	11	11	12	13

Lion

I have watched this movie	5	5	5	6	5	3	6	6	4	7	4	5	4	7
I have not watched this movie, but I have heard of it	43	38	48	40	47	47	34	46	40	51	42	41	45	41
I have not watched or heard of this movie	52	57	47	54	48	50	60	49	56	42	55	54	51	52

Hell or High Water

I have watched this movie	2	4	1	5	2	3	1	3	2	4	1	3	2	4
I have not watched this movie, but I have heard of it	17	18	16	19	17	17	16	16	18	15	17	18	17	17
I have not watched or heard of this movie	81	78	83	75	81	81	83	81	80	81	82	79	81	80