

**1. Like**

Do you like or dislike Star Wars?

	Gender			Demographics - Age (4 category)				Demographics - Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Like a lot	30%	39%	21%	26%	29%	35%	23%	30%	22%	39%	25%
Like a little	32%	34%	30%	31%	32%	31%	34%	35%	27%	23%	30%
Dislike a little	11%	8%	13%	10%	14%	8%	10%	9%	18%	9%	17%
Dislike a lot	12%	8%	15%	11%	10%	11%	16%	12%	12%	14%	2%
Not sure	16%	12%	21%	22%	14%	15%	17%	15%	21%	16%	25%
Totals (Unweighted N)	100% (998)	100% (475)	100% (523)	100% (167)	100% (262)	100% (400)	100% (169)	100% (707)	100% (120)	100% (103)	100% (68)

	Party ID - 3 Point				Demographics - Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Like a lot	30%	31%	27%	33%	25%	31%	43%	30%	31%	29%	28%	31%
Like a little	32%	33%	28%	38%	32%	33%	27%	31%	25%	35%	29%	39%
Dislike a little	11%	8%	13%	8%	13%	8%	7%	10%	8%	12%	13%	8%
Dislike a lot	12%	10%	13%	10%	13%	11%	12%	7%	15%	8%	15%	7%
Not sure	16%	17%	19%	11%	16%	16%	12%	21%	20%	16%	16%	15%
Totals (Unweighted N)	100% (998)	100% (369)	100% (391)	100% (238)	100% (441)	100% (295)	100% (131)	100% (131)	100% (207)	100% (228)	100% (358)	100% (205)

**2. Favorite**

What is your favorite Star Wars Movie?

	Gender		Demographics - Age (4 category)				Demographics - Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Episode I: The Phantom Menace	5%	5%	5%	7%	1%	5%	9%	4%	3%	9%	10%
Episode II: Attack of the Clones	1%	2%	1%	1%	3%	1%	—	1%	5%	2%	—
Episode III: Revenge of the Sith	2%	3%	2%	4%	3%	2%	1%	2%	3%	5%	4%
Episode IV: A New Hope	7%	9%	5%	2%	8%	11%	4%	7%	—	8%	11%
Episode V: The Empire Stricks Back	18%	21%	14%	18%	21%	17%	13%	18%	17%	20%	9%
Episode VI: Return of the Jedi	14%	16%	11%	6%	17%	17%	10%	15%	11%	15%	6%
Not sure	22%	21%	23%	24%	16%	22%	29%	26%	14%	5%	30%
I have never watched a Star Wars movie	31%	23%	39%	38%	30%	25%	34%	27%	46%	37%	30%
Totals (Unweighted N)	100% (998)	100% (474)	100% (524)	100% (167)	100% (262)	100% (399)	100% (170)	100% (708)	100% (120)	100% (103)	100% (67)

	Party ID - 3 Point			Demographics - Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Episode I: The Phantom Menace	5%	6%	6%	4%	5%	4%	7%	6%	3%	4%	5%	8%
Episode II: Attack of the Clones	1%	3%	1%	1%	2%	0%	—	—	1%	2%	1%	2%
Episode III: Revenge of the Sith	2%	2%	3%	2%	2%	4%	1%	4%	2%	3%	2%	4%
Episode IV: A New Hope	7%	5%	7%	10%	4%	10%	10%	7%	6%	8%	6%	8%
Episode V: The Empire Stricks Back	18%	19%	16%	19%	15%	18%	29%	18%	26%	13%	16%	17%
Episode VI: Return of the Jedi	14%	13%	12%	17%	13%	17%	13%	11%	11%	13%	13%	17%

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	Total	Party ID - 3 Point			Demographics - Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Not sure	22%	21%	23%	23%	23%	20%	23%	23%	17%	30%	23%	19%
I have never watched a Star Wars movie	31%	32%	33%	25%	36%	27%	16%	32%	35%	27%	34%	25%
Totals (Unweighted N)	100% (998)	100% (370)	100% (390)	100% (238)	100% (441)	100% (295)	100% (131)	100% (131)	100% (208)	100% (227)	100% (357)	100% (206)

**3. Least Favorite**

What is your least favorite Star Wars Movie?

	Gender		Demographics - Age (4 category)				Demographics - Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Episode I: The Phantom Menace	11%	16%	6%	13%	18%	8%	3%	12%	4%	15%	7%
Episode II: Attack of the Clones	9%	12%	7%	10%	10%	11%	5%	10%	8%	7%	6%
Episode III: Revenge of the Sith	5%	7%	3%	6%	6%	4%	3%	5%	3%	3%	10%
Episode IV: A New Hope	3%	4%	2%	2%	5%	2%	4%	2%	10%	5%	1%
Episode V: The Empire Stricks Back	2%	3%	1%	3%	2%	2%	1%	1%	4%	5%	5%
Episode VI: Return of the Jedi	2%	1%	3%	0%	3%	4%	—	1%	1%	9%	—
Not sure	36%	33%	39%	27%	25%	43%	50%	41%	23%	18%	40%
I have never watched a Star Wars movie	31%	23%	39%	38%	30%	26%	34%	27%	46%	38%	32%
Totals (Unweighted N)	100% (992)	100% (469)	100% (523)	100% (167)	100% (262)	100% (394)	100% (169)	100% (705)	100% (119)	100% (102)	100% (66)

	Party ID - 3 Point			Demographics - Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Episode I: The Phantom Menace	11%	10%	13%	9%	8%	11%	20%	14%	18%	9%	8%	14%
Episode II: Attack of the Clones	9%	7%	9%	13%	6%	10%	12%	17%	4%	9%	11%	11%
Episode III: Revenge of the Sith	5%	5%	4%	6%	4%	7%	7%	2%	6%	6%	3%	6%
Episode IV: A New Hope	3%	3%	3%	2%	3%	2%	7%	2%	2%	2%	5%	3%
Episode V: The Empire Stricks Back	2%	4%	2%	1%	2%	2%	2%	5%	2%	4%	1%	3%
Episode VI: Return of the Jedi	2%	2%	3%	1%	4%	1%	0%	0%	1%	1%	3%	2%

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	Total	Party ID - 3 Point			Demographics - Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Not sure	36%	36%	33%	42%	36%	40%	35%	29%	32%	42%	36%	35%
I have never watched a Star Wars movie	31%	32%	33%	25%	36%	28%	16%	32%	36%	27%	34%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(992)	(365)	(389)	(238)	(436)	(295)	(130)	(131)	(206)	(228)	(356)	(202)

**4. Watch VII**

Are you intending to go and watch Episode VII: The Force Awakens at movie theaters?

	Gender			Demographics - Age (4 category)				Demographics - Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Definitely	18%	23%	13%	21%	23%	17%	10%	19%	15%	18%	17%
Probably	16%	21%	12%	17%	18%	15%	16%	14%	19%	22%	26%
Probably not	24%	23%	25%	20%	20%	28%	28%	27%	11%	21%	21%
Definitely not	31%	23%	39%	33%	25%	31%	38%	31%	43%	25%	23%
Not sure	10%	10%	11%	9%	14%	9%	8%	9%	12%	14%	13%
Totals (Unweighted N)	100% (998)	100% (474)	100% (524)	100% (167)	100% (262)	100% (399)	100% (170)	100% (709)	100% (118)	100% (103)	100% (68)

	Party ID - 3 Point				Demographics - Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Definitely	18%	20%	15%	21%	12%	22%	31%	22%	20%	17%	17%	20%
Probably	16%	16%	17%	16%	15%	18%	19%	16%	17%	13%	18%	17%
Probably not	24%	28%	22%	22%	24%	24%	21%	24%	22%	24%	24%	24%
Definitely not	31%	26%	34%	33%	37%	25%	25%	30%	31%	31%	31%	32%
Not sure	10%	10%	12%	8%	12%	12%	5%	9%	10%	14%	11%	8%
Totals (Unweighted N)	100% (998)	100% (369)	100% (391)	100% (238)	100% (440)	100% (296)	100% (131)	100% (131)	100% (207)	100% (228)	100% (357)	100% (206)

**5. Age First Time**

How old were you when you first watched a Star Wars movie?

	Gender		Demographics - Age (4 category)				Demographics - Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Preschool	3%	6%	1%	4%	9%	0%	1%	4%	2%	2%	2%
Elementary school	19%	22%	16%	36%	35%	6%	0%	19%	13%	19%	27%
Middle or high school	13%	14%	13%	10%	17%	19%	—	12%	19%	11%	16%
Young adult	19%	20%	17%	9%	5%	32%	23%	19%	13%	23%	14%
Adult	15%	16%	15%	3%	4%	17%	41%	18%	6%	10%	11%
Elderly	—	—	—	—	—	—	—	—	—	—	—
Never watched a Star Wars movie	31%	23%	39%	38%	30%	25%	34%	27%	46%	37%	30%
Totals (Unweighted N)	100% (997)	100% (474)	100% (523)	100% (166)	100% (263)	100% (398)	100% (170)	100% (708)	100% (119)	100% (103)	100% (67)

	Party ID - 3 Point			Demographics - Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Preschool	3%	2%	4%	4%	3%	3%	5%	4%	4%	3%	4%	2%
Elementary school	19%	18%	21%	16%	16%	20%	24%	22%	20%	19%	15%	24%
Middle or high school	13%	15%	11%	15%	12%	13%	20%	12%	14%	14%	14%	11%
Young adult	19%	17%	19%	21%	18%	20%	18%	19%	14%	20%	21%	18%
Adult	15%	16%	13%	19%	16%	16%	17%	10%	12%	17%	13%	20%
Elderly	—	—	—	—	—	—	—	—	—	—	—	—
Never watched a Star Wars movie	31%	32%	33%	25%	36%	27%	16%	32%	35%	27%	34%	25%
Totals (Unweighted N)	100% (997)	100% (369)	100% (391)	100% (237)	100% (439)	100% (296)	100% (131)	100% (131)	100% (208)	100% (228)	100% (355)	100% (206)

**6. Intended Audience**

Do you think Star Wars movies are mainly for kids, adults, or everyone?

	Gender			Demographics - Age (4 category)				Demographics - Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Kids	8%	9%	6%	9%	4%	7%	11%	7%	12%	6%	14%
Adults	6%	3%	8%	5%	10%	5%	3%	5%	7%	9%	4%
Everyone	75%	77%	72%	77%	72%	76%	74%	76%	72%	76%	68%
Not sure	12%	10%	13%	9%	14%	11%	12%	12%	9%	10%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(474)	(524)	(167)	(263)	(400)	(168)	(707)	(120)	(103)	(68)

	Party ID - 3 Point			Demographics - Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Kids	8%	9%	9%	4%	9%	7%	9%	5%	8%	6%	8%	9%
Adults	6%	5%	7%	5%	6%	5%	12%	3%	6%	2%	9%	3%
Everyone	75%	80%	69%	80%	70%	80%	74%	81%	73%	77%	73%	77%
Not sure	12%	7%	15%	10%	15%	9%	5%	11%	13%	14%	10%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(369)	(391)	(238)	(442)	(295)	(131)	(130)	(207)	(227)	(358)	(206)

<b>Interviewing Dates</b>	December 16 - 18, 2015
<b>Target population</b>	U.S. adults, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
<b>Weighting</b>	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.155 to 4.04, with a mean of one and a standard deviation of 0.902.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4.2% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	20 questions not reported.