

YouGov Survey Results

Sample Size: 2796 GB Adults
Fieldwork: 4th - 5th September 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2796	807	939	194	875	757	606	1359	1437	338	713	956	788	1594	1202	358	909	598	688	243
Unweighted Sample	2796	800	898	194	867	747	609	1363	1433	250	713	1010	823	1795	1001	448	913	540	640	255
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Roughly how often, if at all, would you say you visit the cinema?

More than once a week	0	0	0	0	0	1	0	0	0	0	0	0	1	0	1	0	0	0	1	
Once a week	1	1	2	1	1	2	1	2	1	3	2	1	1	1	1	0	1	1	1	2
2 to 3 times a month	6	5	6	10	5	6	7	6	6	20	9	3	1	7	4	8	5	7	5	7
Once a month	10	9	9	9	9	8	12	11	9	20	12	9	4	11	8	9	8	10	10	13
Once every 2 months	9	10	8	10	10	7	9	7	10	15	12	7	5	10	6	12	8	8	9	7
2 to 5 times a year	25	26	24	32	25	24	30	24	26	22	31	27	18	28	21	26	26	25	23	27
Once a year	11	11	13	6	10	12	11	10	12	6	10	13	11	10	12	10	11	11	11	12
Less than once a year	19	20	17	18	21	19	17	19	19	6	15	20	26	18	20	15	22	16	19	17
Never	18	17	19	13	18	19	13	19	17	3	5	20	33	12	25	17	15	21	20	13
Don't know	2	1	1	0	0	2	0	2	2	6	3	0	0	2	2	3	2	1	2	1

[The following questions were only asked to those who visit the cinema n=2259]

In the last 5 years, have you seen a 3D film in the cinema?

Yes, I have seen a film in 3D	48	44	48	56	43	45	51	48	49	75	59	42	29	51	44	55	47	45	47	54
No, I have not seen a film in 3D	51	56	51	44	56	55	48	52	51	25	40	58	70	49	55	43	53	55	53	45
Don't know	0	0	0	0	0	0	1	0	1	0	0	1	1	0	1	1	0	0	0	2

Generally speaking, do you think watching a film in 3D instead of 2D makes the overall cinema experience better, worse, or about the same?

Better	22	23	21	20	21	20	20	24	21	23	23	23	20	22	23	25	18	25	24	22
Worse	19	19	19	19	19	17	22	19	19	29	23	16	11	19	18	19	20	18	19	17
About the same	28	26	30	39	26	30	30	27	29	38	32	25	20	29	26	29	30	28	25	27
Don't know	31	33	31	23	34	34	28	30	31	9	22	36	48	30	33	26	32	29	32	34

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

If a film was being shown in both 3D and 2D at the same time and for the same price, do you think you generally would you be more likely to see the film in 3D or more likely to see the film in 2D?

More likely to see the film in 3D	47	47	48	51	45	47	47	49	45	53	46	47	43	47	46	51	46	45	48	43
More likely to see the film in 2D	37	38	37	37	40	36	38	38	37	43	43	35	31	38	36	35	38	41	34	39
Don't know	16	15	15	12	15	17	15	14	18	5	11	18	26	15	18	14	16	14	18	18

The average price of a standard cinema ticket in 2010 was just under £6. What is the maximum you would pay, on top of this price, to see a film in 3D instead of 2D?

50p or less	8	7	9	8	8	8	7	6	9	6	8	8	8	7	8	7	7	8	9	7
£1	18	18	19	14	17	17	18	19	17	27	21	16	12	18	18	14	17	18	19	24
£1.50	7	8	8	6	7	7	8	8	7	13	10	5	3	8	5	10	8	7	6	5
£2	11	10	10	11	10	9	11	12	10	19	13	9	7	11	11	15	10	10	11	12
£2.50	2	2	3	2	2	3	2	2	3	4	3	2	1	3	2	5	3	2	1	0
£3	1	1	1	1	1	1	1	2	1	3	1	1	1	2	1	2	1	1	1	3
£3.50	1	0	0	1	0	0	1	1	1	1	1	0	1	0	1	1	0	1	0	2
£4	1	1	1	0	2	1	0	1	1	1	1	2	1	1	2	2	1	1	2	1
More than £4	1	1	1	2	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1
I would not pay any more money to see a film in 3D instead of 2D	48	49	44	52	50	47	50	47	48	26	39	53	64	47	48	41	50	49	48	42
Don't Know	2	2	3	1	2	3	0	2	2	2	2	3	2	2	2	2	2	2	3	3

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

Please say whether you agree or disagree with the following statements...

3D films are the future of cinema

Strongly agree	5	4	6	3	5	5	4	4	5	6	6	5	3	4	6	5	4	5	6	3
Agree	22	23	23	18	21	25	18	23	20	23	24	21	18	22	21	22	18	28	21	21
TOTAL AGREE	27	27	29	21	26	30	22	27	25	29	30	26	21	26	27	27	22	33	27	24
Neither agree or disagree	31	32	30	34	31	29	31	30	31	21	28	34	35	29	33	29	36	24	32	26
Disagree	23	21	23	29	23	22	27	21	25	27	26	21	21	23	22	23	24	23	21	23
Strongly disagree	10	8	10	9	10	9	13	12	8	17	10	9	6	11	9	9	10	10	9	15
TOTAL DISAGREE	33	29	33	38	33	31	40	33	33	44	36	30	27	34	31	32	34	33	30	38
Don't know	10	12	8	7	11	11	8	9	11	7	6	10	18	11	9	12	8	10	11	12

The hype about 3D films is a phase that will pass

Strongly agree	11	9	12	14	9	12	10	14	8	17	9	11	8	10	12	10	10	14	9	9
Agree	38	39	40	39	40	37	44	36	41	41	41	35	39	41	35	38	40	36	38	38
TOTAL AGREE	49	48	52	53	49	49	54	50	49	58	50	46	47	51	47	48	50	50	47	47
Neither agree or disagree	26	27	24	26	27	25	24	25	27	16	26	31	26	25	28	25	28	26	26	23
Disagree	15	15	15	14	13	15	15	16	13	18	17	14	11	15	14	14	13	14	15	18
Strongly disagree	2	2	2	2	3	2	1	2	2	4	1	2	2	2	2	3	1	3	2	1
TOTAL DISAGREE	17	17	17	16	16	17	16	18	15	22	18	16	13	17	16	17	14	17	17	19
Don't know	8	8	7	5	8	9	6	7	9	5	5	8	13	8	9	10	8	6	9	11

3D films are an effective solution to a fall in the number of people going to the cinema

Strongly agree	3	2	3	3	3	2	3	3	3	4	3	2	2	2	3	5	2	3	3	1
Agree	20	19	23	23	17	21	21	22	18	27	23	17	15	19	21	21	21	17	20	20
TOTAL AGREE	23	21	26	26	20	23	24	25	21	31	26	19	17	21	24	26	23	20	23	21
Neither agree or disagree	33	35	32	28	35	35	30	33	34	26	30	37	36	32	34	26	36	34	31	35
Disagree	24	22	23	27	23	21	29	23	25	25	27	25	19	26	21	26	22	26	25	20
Strongly disagree	8	8	7	10	8	6	8	10	6	9	8	8	7	7	9	7	8	10	7	7
TOTAL DISAGREE	32	30	30	37	31	27	37	33	31	34	35	33	26	33	30	33	30	36	32	27
Don't know	13	13	11	8	13	14	9	10	15	9	8	12	21	13	12	15	11	10	14	18

3D improves the quality of a film

Strongly agree	3	2	4	1	3	3	2	3	3	4	3	3	3	3	4	3	2	3	5	3
Agree	16	18	18	12	15	17	13	16	16	18	16	16	16	15	18	18	12	20	17	18
TOTAL AGREE	19	20	22	13	18	20	15	19	19	22	19	19	19	18	22	21	14	23	22	21
Neither agree or disagree	31	32	29	34	33	31	30	31	32	21	27	35	37	30	33	27	35	32	30	26
Disagree	25	23	27	31	23	25	32	26	25	35	32	23	17	27	22	26	27	25	24	25
Strongly disagree	11	10	10	13	11	9	13	13	9	16	14	10	6	11	10	12	12	10	9	13
TOTAL DISAGREE	36	33	37	44	34	34	45	39	34	51	46	33	23	38	32	38	39	35	33	38
Don't know	13	14	12	10	14	14	11	11	15	6	9	13	23	13	12	14	12	11	14	16

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

3D films are a gimmick, and don't improve a film

Strongly agree	12	9	13	13	12	12	12	13	11	20	13	12	5	13	10	14	11	12	12	12
Agree	29	29	30	35	27	31	34	29	29	32	32	27	26	30	27	26	29	29	29	32
TOTAL AGREE	41	38	43	48	39	43	46	42	40	52	45	39	31	43	37	40	40	41	41	44
Neither agree or disagree	27	27	27	22	29	28	26	27	26	16	26	30	29	27	27	28	30	25	26	20
Disagree	18	19	19	21	17	15	18	19	18	20	18	18	19	18	20	19	16	22	18	19
Strongly disagree	4	4	4	4	5	3	3	4	4	6	4	3	4	3	5	3	4	4	4	5
TOTAL DISAGREE	22	23	23	25	22	18	21	23	22	26	22	21	23	21	25	22	20	26	22	24
Don't know	10	11	8	6	11	11	7	8	12	6	7	10	16	9	11	10	10	8	11	12

3D films mainly exist to stop piracy

Strongly agree	3	2	3	5	3	2	3	4	2	5	3	3	2	2	4	3	2	4	3	4
Agree	12	11	13	12	11	13	10	11	12	14	13	10	11	11	13	13	10	13	12	13
TOTAL AGREE	15	13	16	17	14	15	13	15	14	19	16	13	13	13	17	16	12	17	15	17
Neither agree or disagree	34	37	34	32	37	34	33	33	36	20	32	39	40	33	37	28	37	34	35	32
Disagree	21	19	23	29	17	22	24	23	20	35	28	19	8	23	19	21	23	21	19	20
Strongly disagree	7	7	8	6	7	8	8	11	4	13	10	5	4	8	7	6	8	8	8	5
TOTAL DISAGREE	28	26	31	35	24	30	32	34	24	48	38	24	12	31	26	27	31	29	27	25
Don't know	22	24	20	16	25	22	21	18	26	13	14	24	36	23	21	28	20	21	23	25

In five years time almost all films will be shown in 3D

Strongly agree	4	4	5	3	4	5	2	4	4	7	4	4	3	4	5	4	4	6	5	3
Agree	22	21	25	19	21	22	19	22	22	30	25	19	16	22	21	23	19	27	21	17
TOTAL AGREE	26	25	30	22	25	27	21	26	26	37	29	23	19	26	26	27	23	33	26	20
Neither agree or disagree	27	29	25	31	28	26	27	25	29	19	23	32	31	26	29	26	29	24	27	32
Disagree	25	23	26	32	22	26	30	27	23	23	30	23	22	25	25	25	26	25	25	20
Strongly disagree	8	8	8	6	8	7	9	10	6	12	8	8	6	9	6	7	8	7	8	11
TOTAL DISAGREE	33	31	34	38	30	33	39	37	29	35	38	31	28	34	31	32	34	32	33	31
Don't know	14	16	11	9	16	14	12	12	16	9	10	14	22	14	14	15	14	12	14	17

In five years time almost no films will be shown in 3D

Strongly agree	3	2	3	1	4	3	2	4	2	6	3	4	2	3	4	6	2	3	4	4
Agree	13	13	14	19	13	15	14	13	13	16	13	11	14	13	13	10	13	14	14	12
TOTAL AGREE	16	15	17	20	17	18	16	17	15	22	16	15	16	16	17	16	15	17	18	16
Neither agree or disagree	31	28	31	33	29	34	31	31	30	18	28	36	35	29	33	29	34	29	30	27
Disagree	29	29	31	32	28	25	32	30	28	37	37	26	18	30	27	28	28	29	29	33
Strongly disagree	8	10	7	4	9	7	6	9	7	15	8	7	5	7	9	8	8	10	6	6
TOTAL DISAGREE	37	39	38	36	37	32	38	39	35	52	45	33	23	37	36	36	36	39	35	39
Don't know	16	18	13	10	18	16	15	12	20	9	11	16	27	17	15	19	16	14	18	17

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

3D technology is only worthwhile in action blockbusters

Strongly agree	4	3	4	2	3	4	4	4	4	4	5	4	1	4	4	5	3	6	4	3
Agree	28	32	30	27	30	30	26	26	31	35	32	25	24	31	25	30	28	32	26	25
TOTAL AGREE	32	35	34	29	33	34	30	30	35	39	37	29	25	35	29	35	31	38	30	28
Neither agree or disagree	34	33	36	33	34	35	33	37	32	26	31	37	38	32	37	34	34	31	34	40
Disagree	18	15	16	23	16	14	25	18	17	25	19	16	14	18	18	13	19	17	20	16
Strongly disagree	4	5	2	7	5	2	4	5	3	4	4	5	2	4	3	4	5	4	3	3
TOTAL DISAGREE	22	20	18	30	21	16	29	23	20	29	23	21	16	22	21	17	24	21	23	19
Don't know	12	12	11	8	12	14	10	11	14	5	8	13	20	11	13	13	11	11	14	13

3D films are mainly for children

Strongly agree	4	3	4	3	4	4	3	4	3	6	4	4	2	3	4	5	3	3	5	2
Agree	22	22	25	23	21	25	22	20	24	21	24	21	22	23	20	21	22	23	20	25
TOTAL AGREE	26	25	29	26	25	29	25	24	27	27	28	25	24	26	24	26	25	26	25	27
Neither agree or disagree	30	31	26	31	32	25	33	32	28	19	28	34	32	29	31	29	31	33	26	27
Disagree	29	28	30	28	28	28	29	28	30	40	31	26	24	29	29	28	29	26	32	28
Strongly disagree	7	6	6	10	7	6	7	8	5	9	7	6	5	7	6	8	7	7	6	6
TOTAL DISAGREE	36	34	36	38	35	34	36	36	35	49	38	32	29	36	35	36	36	33	38	34
Don't know	9	10	8	6	9	11	6	8	10	5	6	8	16	9	9	9	8	7	11	12

3D films are for people like me

Strongly agree	3	3	4	2	3	3	2	3	3	3	4	3	3	3	3	5	2	2	5	2
Agree	13	13	12	14	12	11	13	14	12	15	17	12	8	14	12	13	12	14	13	14
TOTAL AGREE	16	16	16	16	15	14	15	17	15	18	21	15	11	17	15	18	14	16	18	16
Neither agree or disagree	35	32	38	42	33	40	34	37	34	32	34	40	32	33	38	34	35	37	36	32
Disagree	26	27	26	20	27	25	29	23	28	29	26	22	30	27	25	24	27	25	26	26
Strongly disagree	15	15	14	17	15	12	17	15	15	15	13	15	16	15	14	14	16	16	12	17
TOTAL DISAGREE	41	42	40	37	42	37	46	38	43	44	39	37	46	42	39	38	43	41	38	43
Don't know	8	9	7	5	9	8	5	8	8	6	6	7	11	8	8	9	7	6	8	10

Going to the cinema is more exciting when the film is in 3D

Strongly agree	3	3	3	2	4	2	3	3	4	3	4	3	2	3	4	5	2	2	5	1
Agree	19	20	21	15	18	21	16	20	18	22	19	19	18	19	19	22	17	21	18	19
TOTAL AGREE	22	23	24	17	22	23	19	23	22	25	23	22	20	22	23	27	19	23	23	20
Neither agree or disagree	30	33	28	31	32	31	29	32	29	25	28	34	31	29	33	25	31	33	32	26
Disagree	24	18	27	33	20	23	30	22	26	29	28	22	20	25	22	23	25	24	23	28
Strongly disagree	11	11	10	9	13	9	12	12	10	14	13	11	7	11	10	11	12	10	8	13
TOTAL DISAGREE	35	29	37	42	33	32	42	34	36	43	41	33	27	36	32	34	37	34	31	41
Don't know	12	14	11	10	13	14	9	11	13	6	8	12	21	13	11	13	12	9	14	13

Do you think you would be more likely or less likely to watch a 3D film in the cinema if you didn't need to wear the 3D glasses?

More likely	52	55	52	51	55	51	51	55	49	55	51	51	52	55	47	48	53	52	53	48
Less likely	4	4	3	5	4	4	3	4	3	4	5	4	2	4	4	1	4	4	6	3
It wouldn't affect my decision	40	37	41	40	37	43	41	37	43	39	41	39	41	37	44	43	39	41	38	42
Don't know	4	4	4	4	4	3	5	4	5	2	3	5	5	4	4	7	4	3	3	7