

# COBALT SKY FILMS STUDY

Table 1

## Q1. Age

Base : All respondents

|          | TOTAL     | Age        |            |            |           |           |           | Gender    |          |
|----------|-----------|------------|------------|------------|-----------|-----------|-----------|-----------|----------|
|          |           | 18-24      | 25-34      | 35-44      | 45-54     | 55-64     | 65+       | Male      | Female   |
| Base     | 59        | 15         | 13         | 14         | 4         | 7         | 4         | 32        | 27       |
| 18-24    | 15<br>25% | 15<br>100% | -          | -          | -         | -         | -         | 7<br>22%  | 8<br>30% |
| 25-34    | 13<br>22% | -          | 13<br>100% | -          | -         | -         | -         | 7<br>22%  | 6<br>22% |
| 35-44    | 14<br>24% | -          | -          | 14<br>100% | -         | -         | -         | 10<br>31% | 4<br>15% |
| 45-54    | 4<br>7%   | -          | -          | -          | 4<br>100% | -         | -         | 2<br>6%   | 2<br>7%  |
| 55-64    | 7<br>12%  | -          | -          | -          | -         | 7<br>100% | -         | 3<br>9%   | 4<br>15% |
| 65+      | 4<br>7%   | -          | -          | -          | -         | -         | 4<br>100% | 2<br>6%   | 2<br>7%  |
| Mean     | 37.56     | 21.80      | 30.31      | 40.14      | 52.50     | 58.86     | 76.50     | 38.13     | 36.89    |
| Std Dev. | 17.57     | 1.70       | 3.47       | 3.80       | 3.00      | 3.80      | 10.08     | 16.52     | 19.04    |



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Table 2

**Q2. Gender**

**Base : All respondents**

|        | TOTAL | Age   |       |       |       |       |     | Gender |        |
|--------|-------|-------|-------|-------|-------|-------|-----|--------|--------|
|        |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Male   | Female |
| Base   | 59    | 15    | 13    | 14    | 4     | 7     | 4   | 32     | 27     |
| Male   | 32    | 7     | 7     | 10    | 2     | 3     | 2   | 32     | -      |
|        | 54%   | 47%   | 54%   | 71%   | 50%   | 43%   | 50% | 100%   | -      |
| Female | 27    | 8     | 6     | 4     | 2     | 4     | 2   | -      | 27     |
|        | 46%   | 53%   | 46%   | 29%   | 50%   | 57%   | 50% | -      | 100%   |

## COBALT SKY FILMS STUDY

Table 3

**Q3. When you last visited an Odeon cinema, which of the following locations did you go to?**

**Base : All respondents**

|               | TOTAL                 | Age      |         |          |          |          |     | Gender  |          |
|---------------|-----------------------|----------|---------|----------|----------|----------|-----|---------|----------|
|               |                       | 18-24    | 25-34   | 35-44    | 45-54    | 55-64    | 65+ | Male    | Female   |
| <b>Base</b>   | <b>59</b>             | 15       | 13      | 14       | 4        | 7        | 4   | 32      | 27       |
| Beckenham     | <b>3</b><br><b>5%</b> | -        | 1<br>8% | 1<br>7%  | -        | 1<br>14% | -   | -       | 3<br>11% |
| Bournemouth   | <b>3</b><br><b>5%</b> | 2<br>13% | 1<br>8% | -        | -        | -        | -   | -       | 3<br>11% |
| Covent Garden | <b>3</b><br><b>5%</b> | 1<br>7%  | -       | 1<br>7%  | -        | 1<br>14% | -   | 2<br>6% | 1<br>4%  |
| Exeter        | <b>3</b><br><b>5%</b> | 2<br>13% | 1<br>8% | -        | -        | -        | -   | 3<br>9% | -        |
| Putney        | <b>3</b><br><b>5%</b> | 1<br>7%  | 1<br>8% | -        | 1<br>25% | -        | -   | 1<br>3% | 2<br>7%  |
| Richmond      | <b>3</b><br><b>5%</b> | -        | 1<br>8% | -        | -        | 1<br>14% | -   | 2<br>6% | 1<br>4%  |
| Dudley        | <b>2</b><br><b>3%</b> | -        | -       | 1<br>7%  | -        | 1<br>14% | -   | 1<br>3% | 1<br>4%  |
| Bridgend      | <b>2</b><br><b>3%</b> | -        | -       | 1<br>7%  | 1<br>25% | -        | -   | 2<br>6% | -        |
| Norwich       | <b>2</b><br><b>3%</b> | -        | -       | 1<br>7%  | -        | 1<br>14% | -   | 1<br>3% | 1<br>4%  |
| Bristol       | <b>2</b><br><b>3%</b> | 1<br>7%  | -       | -        | -        | 1<br>14% | -   | -       | 2<br>7%  |
| Belfast       | <b>2</b><br><b>3%</b> | -        | -       | 2<br>14% | -        | -        | -   | 1<br>3% | 1<br>4%  |
| Wrexham       | <b>2</b><br><b>3%</b> | 1<br>7%  | -       | 1<br>7%  | -        | -        | -   | 1<br>3% | 1<br>4%  |
| Basingstoke   | <b>1</b><br><b>2%</b> | 1<br>7%  | -       | -        | -        | -        | -   | -       | 1<br>4%  |
| Brighton      | <b>1</b><br><b>2%</b> | -        | 1<br>8% | -        | -        | -        | -   | 1<br>3% | -        |
| Bath          | <b>1</b><br><b>2%</b> | -        | -       | 1<br>7%  | -        | -        | -   | -       | 1<br>4%  |

## COBALT SKY FILMS STUDY

Table 3

**Q3. When you last visited an Odeon cinema, which of the following locations did you go to?**

**Base : All respondents**

|                      | TOTAL     | Age     |         |         |          |          |          | Gender  |         |
|----------------------|-----------|---------|---------|---------|----------|----------|----------|---------|---------|
|                      |           | 18-24   | 25-34   | 35-44   | 45-54    | 55-64    | 65+      | Male    | Female  |
| <b>Base</b>          | <b>59</b> | 15      | 13      | 14      | 4        | 7        | 4        | 32      | 27      |
| Bromborough          | 1<br>2%   | -       | -       | 1<br>7% | -        | -        | -        | 1<br>3% | -       |
| Camden Town          | 1<br>2%   | -       | 1<br>8% | -       | -        | -        | -        | 1<br>3% | -       |
| Chelmsford           | 1<br>2%   | -       | -       | 1<br>7% | -        | -        | -        | 1<br>3% | -       |
| Colchester           | 1<br>2%   | -       | -       | -       | -        | -        | 1<br>25% | 1<br>3% | -       |
| Aylesbury            | 1<br>2%   | -       | -       | -       | -        | -        | 1<br>25% | -       | 1<br>4% |
| Coventry Skydome     | 1<br>2%   | -       | -       | -       | -        | 1<br>14% | -        | -       | 1<br>4% |
| Darlington           | 1<br>2%   | -       | 1<br>8% | -       | -        | -        | -        | -       | 1<br>4% |
| Ayr                  | 1<br>2%   | -       | -       | -       | -        | -        | -        | 1<br>3% | -       |
| Dundee Douglasfield  | 1<br>2%   | 1<br>7% | -       | -       | -        | -        | -        | 1<br>3% | -       |
| East Kilbride        | 1<br>2%   | -       | 1<br>8% | -       | -        | -        | -        | -       | 1<br>4% |
| Birmingham           | 1<br>2%   | -       | -       | 1<br>7% | -        | -        | -        | 1<br>3% | -       |
| Kilmarnock           | 1<br>2%   | -       | -       | -       | -        | -        | 1<br>25% | -       | 1<br>4% |
| Kingston Upon Thames | 1<br>2%   | -       | 1<br>8% | -       | -        | -        | -        | 1<br>3% | -       |
| Leicester Square     | 1<br>2%   | -       | -       | -       | 1<br>25% | -        | -        | 1<br>3% | -       |
| Maidstone            | 1<br>2%   | 1<br>7% | -       | -       | -        | -        | -        | 1<br>3% | -       |

**COBALT SKY FILMS STUDY**

Table 3

**Q3. When you last visited an Odeon cinema, which of the following locations did you go to?****Base : All respondents**

|                | TOTAL     | Age     |         |         |          |       |          | Gender  |         |
|----------------|-----------|---------|---------|---------|----------|-------|----------|---------|---------|
|                |           | 18-24   | 25-34   | 35-44   | 45-54    | 55-64 | 65+      | Male    | Female  |
| <b>Base</b>    | <b>59</b> | 15      | 13      | 14      | 4        | 7     | 4        | 32      | 27      |
| Manchester     | 1<br>2%   | -       | 1<br>8% | -       | -        | -     | -        | 1<br>3% | -       |
| Marble Arch    | 1<br>2%   | -       | -       | -       | -        | -     | 1<br>25% | 1<br>3% | -       |
| Blackpool      | 1<br>2%   | -       | -       | 1<br>7% | -        | -     | -        | 1<br>3% | -       |
| Barnet         | 1<br>2%   | 1<br>7% | -       | -       | -        | -     | -        | 1<br>3% | -       |
| Bracknell      | 1<br>2%   | -       | -       | 1<br>7% | -        | -     | -        | 1<br>3% | -       |
| South Woodford | 1<br>2%   | -       | -       | -       | 1<br>25% | -     | -        | -       | 1<br>4% |
| Swansea        | 1<br>2%   | 1<br>7% | -       | -       | -        | -     | -        | 1<br>3% | -       |
| West End       | 1<br>2%   | 1<br>7% | -       | -       | -        | -     | -        | -       | 1<br>4% |
| Wimbledon      | 1<br>2%   | -       | 1<br>8% | -       | -        | -     | -        | 1<br>3% | -       |
| Braehead       | 1<br>2%   | -       | 1<br>8% | -       | -        | -     | -        | -       | 1<br>4% |
| Not answer     | 1<br>2%   | 1<br>7% | -       | -       | -        | -     | -        | -       | 1<br>4% |

## COBALT SKY FILMS STUDY

Table 4

**Q4. When choosing a film to watch in the cinema, how important are the following factors?**

**Base : All respondents**

|                        | Genre     | Film reviews | Leading actors | Plot      |
|------------------------|-----------|--------------|----------------|-----------|
| <b>Base</b>            | 59        | 59           | 59             | 59        |
| 7 Very important       | 12<br>20% | 3<br>5%      | 14<br>24%      | 12<br>20% |
| 6                      | 8<br>14%  | 12<br>20%    | 8<br>14%       | 13<br>22% |
| 5                      | 7<br>12%  | 8<br>14%     | 10<br>17%      | 10<br>17% |
| 4                      | 15<br>25% | 12<br>20%    | 9<br>15%       | 8<br>14%  |
| 3                      | 7<br>12%  | 6<br>10%     | 8<br>14%       | 8<br>14%  |
| 2                      | 5<br>8%   | 7<br>12%     | 5<br>8%        | 1<br>2%   |
| 1 Not at all important | 4<br>7%   | 10<br>17%    | 4<br>7%        | 6<br>10%  |
| Not answer             | 1<br>2%   | 1<br>2%      | 1<br>2%        | 1<br>2%   |
| Mean                   | 4.52      | 3.84         | 4.66           | 4.76      |
| Std dev                | 1.85      | 1.90         | 1.91           | 1.89      |

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Table 5

**Q4. When choosing a film to watch in the cinema, how important are the following factors? Genre**

**Base : All respondents**

|                        | TOTAL                   | Age      |          |          |          |          |          | Gender   |          |
|------------------------|-------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
|                        |                         | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+      | Male     | Female   |
| <b>Base</b>            | <b>59</b>               | 15       | 13       | 14       | 4        | 7        | 4        | 32       | 27       |
| 7 Very important       | <b>12</b><br><b>20%</b> | 3<br>20% | 4<br>31% | 1<br>7%  | 1<br>25% | 2<br>29% | 1<br>25% | 6<br>19% | 6<br>22% |
| 6                      | <b>8</b><br><b>14%</b>  | 1<br>7%  | 2<br>15% | 2<br>14% | 1<br>25% | 1<br>14% | -        | 5<br>16% | 3<br>11% |
| 5                      | <b>7</b><br><b>12%</b>  | 2<br>13% | 2<br>15% | 3<br>21% | -        | -        | -        | 4<br>13% | 3<br>11% |
| 4                      | <b>15</b><br><b>25%</b> | 6<br>40% | 3<br>23% | 3<br>21% | -        | 2<br>29% | -        | 8<br>25% | 7<br>26% |
| 3                      | <b>7</b><br><b>12%</b>  | 1<br>7%  | 2<br>15% | 1<br>7%  | 1<br>25% | 1<br>14% | 1<br>25% | 2<br>6%  | 5<br>19% |
| 2                      | <b>5</b><br><b>8%</b>   | 2<br>13% | -        | 1<br>7%  | 1<br>25% | 1<br>14% | -        | 3<br>9%  | 2<br>7%  |
| 1 Not at all important | <b>4</b><br><b>7%</b>   | -        | -        | 2<br>14% | -        | -        | 2<br>50% | 3<br>9%  | 1<br>4%  |
| Not answer             | <b>1</b><br><b>2%</b>   | -        | -        | 1<br>7%  | -        | -        | -        | 1<br>3%  | -        |
| Mean                   | <b>4.52</b>             | 4.53     | 5.23     | 4.08     | 4.50     | 4.71     | 3.00     | 4.48     | 4.56     |
| Std dev                | <b>1.85</b>             | 1.64     | 1.54     | 1.89     | 2.38     | 1.98     | 2.83     | 1.93     | 1.78     |

## COBALT SKY FILMS STUDY

Table 6

**Q4. When choosing a film to watch in the cinema, how important are the following factors? Film reviews**

**Base : All respondents**

|                        | TOTAL                   | Age      |          |          |          |          |          | Gender   |          |
|------------------------|-------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
|                        |                         | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+      | Male     | Female   |
| <b>Base</b>            | <b>59</b>               | 15       | 13       | 14       | 4        | 7        | 4        | 32       | 27       |
| 7 Very important       | <b>3</b><br><b>5%</b>   | -        | 1<br>8%  | -        | -        | 2<br>29% | -        | 1<br>3%  | 2<br>7%  |
| 6                      | <b>12</b><br><b>20%</b> | 2<br>13% | 2<br>15% | 3<br>21% | 2<br>50% | 2<br>29% | -        | 7<br>22% | 5<br>19% |
| 5                      | <b>8</b><br><b>14%</b>  | 3<br>20% | 1<br>8%  | 3<br>21% | 1<br>25% | -        | -        | 4<br>13% | 4<br>15% |
| 4                      | <b>12</b><br><b>20%</b> | 4<br>27% | 4<br>31% | 1<br>7%  | -        | -        | 3<br>75% | 6<br>19% | 6<br>22% |
| 3                      | <b>6</b><br><b>10%</b>  | 1<br>7%  | 2<br>15% | 2<br>14% | -        | 1<br>14% | -        | 2<br>6%  | 4<br>15% |
| 2                      | <b>7</b><br><b>12%</b>  | 2<br>13% | 2<br>15% | 1<br>7%  | 1<br>25% | 1<br>14% | -        | 3<br>9%  | 4<br>15% |
| 1 Not at all important | <b>10</b><br><b>17%</b> | 3<br>20% | 1<br>8%  | 3<br>21% | -        | 1<br>14% | 1<br>25% | 8<br>25% | 2<br>7%  |
| Not answer             | <b>1</b><br><b>2%</b>   | -        | -        | 1<br>7%  | -        | -        | -        | 1<br>3%  | -        |
| Mean                   | <b>3.84</b>             | 3.53     | 3.92     | 3.69     | 4.75     | 4.57     | 3.25     | 3.65     | 4.07     |
| Std dev                | <b>1.90</b>             | 1.77     | 1.75     | 1.97     | 1.89     | 2.51     | 1.50     | 2.03     | 1.75     |



## COBALT SKY FILMS STUDY

Table 7

**Q4. When choosing a film to watch in the cinema, how important are the following factors? Leading actors**

**Base : All respondents**

|                        | TOTAL                   | Age      |          |          |          |          |          | Gender   |           |
|------------------------|-------------------------|----------|----------|----------|----------|----------|----------|----------|-----------|
|                        |                         | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+      | Male     | Female    |
| <b>Base</b>            | <b>59</b>               | 15       | 13       | 14       | 4        | 7        | 4        | 32       | 27        |
| 7 Very important       | <b>14</b><br><b>24%</b> | 4<br>27% | 2<br>15% | 3<br>21% | 1<br>25% | 3<br>43% | -        | 4<br>13% | 10<br>37% |
| 6                      | <b>8</b><br><b>14%</b>  | 1<br>7%  | 3<br>23% | -        | -        | 1<br>14% | 2<br>50% | 5<br>16% | 3<br>11%  |
| 5                      | <b>10</b><br><b>17%</b> | 2<br>13% | 3<br>23% | 3<br>21% | 1<br>25% | 1<br>14% | -        | 4<br>13% | 6<br>22%  |
| 4                      | <b>9</b><br><b>15%</b>  | 2<br>13% | -        | 4<br>29% | 1<br>25% | 2<br>29% | -        | 6<br>19% | 3<br>11%  |
| 3                      | <b>8</b><br><b>14%</b>  | 3<br>20% | 4<br>31% | -        | -        | -        | 1<br>25% | 4<br>13% | 4<br>15%  |
| 2                      | <b>5</b><br><b>8%</b>   | 2<br>13% | -        | 2<br>14% | 1<br>25% | -        | -        | 4<br>13% | 1<br>4%   |
| 1 Not at all important | <b>4</b><br><b>7%</b>   | 1<br>7%  | 1<br>8%  | 1<br>7%  | -        | -        | 1<br>25% | 4<br>13% | -         |
| Not answer             | <b>1</b><br><b>2%</b>   | -        | -        | 1<br>7%  | -        | -        | -        | 1<br>3%  | -         |
| Mean                   | <b>4.66</b>             | 4.40     | 4.62     | 4.38     | 4.50     | 5.71     | 4.00     | 4.06     | 5.33      |
| Std dev                | <b>1.91</b>             | 2.06     | 1.85     | 1.94     | 2.08     | 1.38     | 2.45     | 1.97     | 1.62      |

## COBALT SKY FILMS STUDY

Table 8

**Q4. When choosing a film to watch in the cinema, how important are the following factors? Plot**

**Base : All respondents**

|                        | TOTAL     | Age      |          |          |          |          |          | Gender   |          |
|------------------------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                        |           | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+      | Male     | Female   |
| Base                   | 59        | 15       | 13       | 14       | 4        | 7        | 4        | 32       | 27       |
| 7 Very important       | 12<br>20% | 2<br>13% | 2<br>15% | 2<br>14% | 2<br>50% | 3<br>43% | 1<br>25% | 6<br>19% | 6<br>22% |
| 6                      | 13<br>22% | 4<br>27% | 2<br>15% | 4<br>29% | -        | -        | 1<br>25% | 8<br>25% | 5<br>19% |
| 5                      | 10<br>17% | 2<br>13% | 4<br>31% | 1<br>7%  | 1<br>25% | 2<br>29% | -        | 4<br>13% | 6<br>22% |
| 4                      | 8<br>14%  | 3<br>20% | 3<br>23% | 1<br>7%  | -        | 1<br>14% | -        | 5<br>16% | 3<br>11% |
| 3                      | 8<br>14%  | 1<br>7%  | 1<br>8%  | 5<br>36% | -        | -        | 1<br>25% | 3<br>9%  | 5<br>19% |
| 2                      | 1<br>2%   | 1<br>7%  | -        | -        | -        | -        | -        | -        | 1<br>4%  |
| 1 Not at all important | 6<br>10%  | 2<br>13% | 1<br>8%  | -        | 1<br>25% | 1<br>14% | 1<br>25% | 5<br>16% | 1<br>4%  |
| Not answer             | 1<br>2%   | -        | -        | 1<br>7%  | -        | -        | -        | 1<br>3%  | -        |
| Mean                   | 4.76      | 4.47     | 4.77     | 4.77     | 5.00     | 5.14     | 4.25     | 4.65     | 4.89     |
| Std dev                | 1.89      | 2.00     | 1.64     | 1.64     | 2.83     | 2.19     | 2.75     | 2.04     | 1.72     |

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Table 9

**Q5 How often would you consider buying popcorn?****Base : All respondents**

|                     | TOTAL                   | Age      |          |          |          |          |          | Gender    |           |
|---------------------|-------------------------|----------|----------|----------|----------|----------|----------|-----------|-----------|
|                     |                         | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+      | Male      | Female    |
| <b>Base</b>         | <b>59</b>               | 15       | 13       | 14       | 4        | 7        | 4        | 32        | 27        |
| Would always buy    | <b>25</b><br><b>42%</b> | 6<br>40% | 5<br>38% | 7<br>50% | 2<br>50% | 3<br>43% | 1<br>25% | 14<br>44% | 11<br>41% |
| Would sometimes buy | <b>18</b><br><b>31%</b> | 5<br>33% | 3<br>23% | 5<br>36% | 1<br>25% | 1<br>14% | 3<br>75% | 10<br>31% | 8<br>30%  |
| Would never buy     | <b>14</b><br><b>24%</b> | 4<br>27% | 5<br>38% | 1<br>7%  | 1<br>25% | 2<br>29% | -        | 7<br>22%  | 7<br>26%  |
| Not answer          | <b>2</b><br><b>3%</b>   | -        | -        | 1<br>7%  | -        | 1<br>14% | -        | 1<br>3%   | 1<br>4%   |

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Table 10

**Q5 How often would you consider buying hotdog?****Base : All respondents**

|                     | TOTAL                   | Age      |          |          |          |          |          | Gender    |           |
|---------------------|-------------------------|----------|----------|----------|----------|----------|----------|-----------|-----------|
|                     |                         | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+      | Male      | Female    |
| <b>Base</b>         | <b>59</b>               | 15       | 13       | 14       | 4        | 7        | 4        | 32        | 27        |
| Would always buy    | <b>21</b><br><b>36%</b> | 3<br>20% | 7<br>54% | 6<br>43% | 2<br>50% | 1<br>14% | 1<br>25% | 14<br>44% | 7<br>26%  |
| Would sometimes buy | <b>15</b><br><b>25%</b> | 6<br>40% | 3<br>23% | 2<br>14% | 1<br>25% | 1<br>14% | 2<br>50% | 7<br>22%  | 8<br>30%  |
| Would never buy     | <b>19</b><br><b>32%</b> | 5<br>33% | 3<br>23% | 5<br>36% | -<br>-   | 4<br>57% | 1<br>25% | 9<br>28%  | 10<br>37% |
| Not answer          | <b>4</b><br><b>7%</b>   | 1<br>7%  | -<br>-   | 1<br>7%  | 1<br>25% | 1<br>14% | -<br>-   | 2<br>6%   | 2<br>7%   |

**COBALT SKY FILMS STUDY**

Table 11

**Q5 How often would you consider buying nachos?****Base : All respondents**

|                     | TOTAL                   | Age             |                 |                 |                  |                 |                 | Gender           |                  |
|---------------------|-------------------------|-----------------|-----------------|-----------------|------------------|-----------------|-----------------|------------------|------------------|
|                     |                         | 18-24           | 25-34           | 35-44           | 45-54            | 55-64           | 65+             | Male             | Female           |
| <b>Base</b>         | <b>59</b>               | 15              | 13              | 14              | 4                | 7               | 4               | 32               | 27               |
| Would always buy    | <b>21</b><br><b>36%</b> | 3<br><i>20%</i> | 5<br><i>38%</i> | 5<br><i>36%</i> | 4<br><i>100%</i> | 2<br><i>29%</i> | 2<br><i>50%</i> | 14<br><i>44%</i> | 7<br><i>26%</i>  |
| Would sometimes buy | <b>13</b><br><b>22%</b> | 3<br><i>20%</i> | 2<br><i>15%</i> | 4<br><i>29%</i> | -                | 1<br><i>14%</i> | 2<br><i>50%</i> | 6<br><i>19%</i>  | 7<br><i>26%</i>  |
| Would never buy     | <b>22</b><br><b>37%</b> | 8<br><i>53%</i> | 6<br><i>46%</i> | 4<br><i>29%</i> | -                | 3<br><i>43%</i> | -               | 11<br><i>34%</i> | 11<br><i>41%</i> |
| Not answer          | <b>3</b><br><b>5%</b>   | 1<br><i>7%</i>  | -               | 1<br><i>7%</i>  | -                | 1<br><i>14%</i> | -               | 1<br><i>3%</i>   | 2<br><i>7%</i>   |

**COBALT SKY FILMS STUDY**

Table 12

**Q5 How often would you consider buying drink?****Base : All respondents**

|                     | TOTAL                   | Age             |                 |                 |                 |                 |                 | Gender           |                  |
|---------------------|-------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|
|                     |                         | 18-24           | 25-34           | 35-44           | 45-54           | 55-64           | 65+             | Male             | Female           |
| <b>Base</b>         | <b>59</b>               | 15              | 13              | 14              | 4               | 7               | 4               | 32               | 27               |
| Would always buy    | <b>32</b><br><b>54%</b> | 8<br><b>53%</b> | 6<br><b>46%</b> | 9<br><b>64%</b> | 2<br><b>50%</b> | 4<br><b>57%</b> | 3<br><b>75%</b> | 15<br><b>47%</b> | 17<br><b>63%</b> |
| Would sometimes buy | <b>15</b><br><b>25%</b> | 4<br><b>27%</b> | 5<br><b>38%</b> | 3<br><b>21%</b> | -<br><b>-</b>   | 2<br><b>29%</b> | 1<br><b>25%</b> | 11<br><b>34%</b> | 4<br><b>15%</b>  |
| Would never buy     | <b>10</b><br><b>17%</b> | 3<br><b>20%</b> | 2<br><b>15%</b> | 1<br><b>7%</b>  | 1<br><b>25%</b> | 1<br><b>14%</b> | -<br><b>-</b>   | 4<br><b>13%</b>  | 6<br><b>22%</b>  |
| Not answer          | <b>2</b><br><b>3%</b>   | -<br><b>-</b>   | -<br><b>-</b>   | 1<br><b>7%</b>  | 1<br><b>25%</b> | -<br><b>-</b>   | -<br><b>-</b>   | 2<br><b>6%</b>   | -<br><b>-</b>    |

**COBALT SKY FILMS STUDY**

Table 13

**Q5 How often would you consider buying sweets?****Base : All respondents**

|                     | TOTAL                   | Age      |          |          |          |          |           | Gender    |           |
|---------------------|-------------------------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
|                     |                         | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+       | Male      | Female    |
| <b>Base</b>         | <b>59</b>               | 15       | 13       | 14       | 4        | 7        | 4         | 32        | 27        |
| Would always buy    | <b>21</b><br><b>36%</b> | 5<br>33% | 4<br>31% | 4<br>29% | 2<br>50% | 1<br>14% | 4<br>100% | 8<br>25%  | 13<br>48% |
| Would sometimes buy | <b>17</b><br><b>29%</b> | 4<br>27% | 3<br>23% | 8<br>57% | 1<br>25% | 1<br>14% | -<br>-    | 12<br>38% | 5<br>19%  |
| Would never buy     | <b>17</b><br><b>29%</b> | 5<br>33% | 6<br>46% | 1<br>7%  | -<br>-   | 4<br>57% | -<br>-    | 10<br>31% | 7<br>26%  |
| Not answer          | <b>4</b><br><b>7%</b>   | 1<br>7%  | -<br>-   | 1<br>7%  | 1<br>25% | 1<br>14% | -<br>-    | 2<br>6%   | 2<br>7%   |

**COBALT SKY FILMS STUDY**

Table 14

**Q7a. Does seeing this trailer have any influence on how likely you are to go and see the movie?****Base : All respondents**

|   | TOTAL                   | Age      |          |          |          |          |          | Gender    |           |
|---|-------------------------|----------|----------|----------|----------|----------|----------|-----------|-----------|
|   |                         | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+      | Male      | Female    |
| <b>Base</b>   | <b>59</b>               | 15       | 13       | 14       | 4        | 7        | 4        | 32        | 27        |
| Yes - I am more likely to see the film due to the trailer       | <b>24</b><br><b>41%</b> | 7<br>47% | 6<br>46% | 5<br>36% | 1<br>25% | 2<br>29% | 3<br>75% | 13<br>41% | 11<br>41% |
| Yes - I am less likely to see this film having seen the trailer | <b>14</b><br><b>24%</b> | 2<br>13% | 4<br>31% | 5<br>36% | -<br>-   | 1<br>14% | 1<br>25% | 8<br>25%  | 6<br>22%  |
| Seeing the trailer had no influence on me                       | <b>20</b><br><b>34%</b> | 6<br>40% | 3<br>23% | 3<br>21% | 3<br>75% | 4<br>57% | -<br>-   | 10<br>31% | 10<br>37% |
| Not answer  | <b>1</b><br><b>2%</b>   | -<br>-   | -<br>-   | 1<br>7%  | -<br>-   | -<br>-   | -<br>-   | 1<br>3%   | -<br>-    |



**COBALT SKY FILMS STUDY****Q9 Gladiator wordclick - summary of likes****Base : All respondents**

|            | TOTAL | Age   |       |       |       |       |     | Gender |        |
|------------|-------|-------|-------|-------|-------|-------|-----|--------|--------|
|            |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Male   | Female |
| Base       | 59    | 15    | 13    | 14    | 4     | 7     | 4   | 32     | 27     |
| Maximus    | 14    | 4     | 4     | 2     | 2     | -     | 2   | 10     | 4      |
|            | 24%   | 27%   | 31%   | 14%   | 50%   | -     | 50% | 31%    | 15%    |
| is         | -     | -     | -     | -     | -     | -     | -   | -      | -      |
| a          | -     | -     | -     | -     | -     | -     | -   | -      | -      |
| powerful   | 10    | 3     | 2     | 1     | -     | 3     | 1   | 6      | 4      |
|            | 17%   | 20%   | 15%   | 7%    | -     | 43%   | 25% | 19%    | 15%    |
| Roman      | 11    | 1     | 5     | 1     | 1     | 2     | 1   | 7      | 4      |
|            | 19%   | 7%    | 38%   | 7%    | 25%   | 29%   | 25% | 22%    | 15%    |
| 'general,' | 5     | 1     | 1     | -     | 1     | 2     | -   | 3      | 2      |
|            | 8%    | 7%    | 8%    | -     | 25%   | 29%   | -   | 9%     | 7%     |
| loved      | 3     | -     | -     | 1     | 1     | -     | -   | 1      | 2      |
|            | 5%    | -     | -     | 7%    | 25%   | -     | -   | 3%     | 7%     |
| by         | 2     | -     | -     | -     | -     | 1     | -   | -      | 2      |
|            | 3%    | -     | -     | -     | -     | 14%   | -   | -      | 7%     |
| the        | 1     | -     | -     | -     | -     | -     | -   | -      | 1      |
|            | 2%    | -     | -     | -     | -     | -     | -   | -      | 4%     |
| people     | 3     | -     | -     | 2     | -     | -     | -   | 1      | 2      |
|            | 5%    | -     | -     | 14%   | -     | -     | -   | 3%     | 7%     |
| and        | 2     | -     | -     | 1     | -     | 1     | -   | 1      | 1      |
|            | 3%    | -     | -     | 7%    | -     | 14%   | -   | 3%     | 4%     |
| the        | -     | -     | -     | -     | -     | -     | -   | -      | -      |
| aging      | 1     | -     | -     | -     | -     | 1     | -   | -      | 1      |
|            | 2%    | -     | -     | -     | -     | 14%   | -   | -      | 4%     |
| 'Emperor,' | 6     | 1     | -     | 2     | 1     | 1     | 1   | 3      | 3      |
|            | 10%   | 7%    | -     | 14%   | 25%   | 14%   | 25% | 9%     | 11%    |
| Marcus     | 3     | -     | 1     | 1     | -     | -     | 1   | -      | 3      |
|            | 5%    | -     | 8%    | 7%    | -     | -     | 25% | -      | 11%    |

**COBALT SKY FILMS STUDY**

Table 15

**Q9 Gladiator wordclick - summary of likes****Base : All respondents**

|             | TOTAL      | Age   |       |       |       |       |     | Gender |        |
|-------------|------------|-------|-------|-------|-------|-------|-----|--------|--------|
|             |            | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Male   | Female |
| <b>Base</b> | <b>59</b>  | 15    | 13    | 14    | 4     | 7     | 4   | 32     | 27     |
| Aurelius.   | <b>6</b>   | 2     | 2     | -     | -     | -     | 1   | 3      | 3      |
|             | <b>10%</b> | 13%   | 15%   | -     | -     | -     | 25% | 9%     | 11%    |
| Before      | -          | -     | -     | -     | -     | -     | -   | -      | -      |
| his         | -          | -     | -     | -     | -     | -     | -   | -      | -      |
| 'death,'    | <b>2</b>   | 1     | 1     | -     | -     | -     | -   | 2      | -      |
|             | <b>3%</b>  | 7%    | 8%    | -     | -     | -     | -   | 6%     | -      |
| the         | <b>1</b>   | -     | -     | -     | -     | 1     | -   | -      | 1      |
|             | <b>2%</b>  | -     | -     | -     | -     | 14%   | -   | -      | 4%     |
| Emperor     | <b>3</b>   | -     | 1     | 1     | -     | 1     | -   | 1      | 2      |
|             | <b>5%</b>  | -     | 8%    | 7%    | -     | 14%   | -   | 3%     | 7%     |
| chooses     | <b>2</b>   | 1     | -     | 1     | -     | -     | -   | 1      | 1      |
|             | <b>3%</b>  | 7%    | -     | 7%    | -     | -     | -   | 3%     | 4%     |
| Maximus     | <b>6</b>   | -     | 3     | 2     | -     | 1     | -   | 3      | 3      |
|             | <b>10%</b> | -     | 23%   | 14%   | -     | 14%   | -   | 9%     | 11%    |
| to          | -          | -     | -     | -     | -     | -     | -   | -      | -      |
| be          | <b>1</b>   | -     | -     | 1     | -     | -     | -   | 1      | -      |
|             | <b>2%</b>  | -     | -     | 7%    | -     | -     | -   | 3%     | -      |
| his         | <b>1</b>   | 1     | -     | -     | -     | -     | -   | -      | 1      |
|             | <b>2%</b>  | 7%    | -     | -     | -     | -     | -   | -      | 4%     |
| heir        | <b>5</b>   | 1     | -     | 2     | -     | 1     | -   | 1      | 4      |
|             | <b>8%</b>  | 7%    | -     | 14%   | -     | 14%   | -   | 3%     | 15%    |
| over        | -          | -     | -     | -     | -     | -     | -   | -      | -      |
| his         | <b>1</b>   | -     | -     | -     | -     | 1     | -   | 1      | -      |
|             | <b>2%</b>  | -     | -     | -     | -     | 14%   | -   | 3%     | -      |
| own         | <b>3</b>   | -     | -     | 2     | -     | 1     | -   | 1      | 2      |
|             | <b>5%</b>  | -     | -     | 14%   | -     | 14%   | -   | 3%     | 7%     |

# COBALT SKY FILMS STUDY

Table 15

## Q9 Gladiator wordclick - summary of likes

Base : All respondents

|             | TOTAL     | Age      |          |          |          |          |          | Gender   |          |
|-------------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|
|             |           | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+      | Male     | Female   |
| Base        | 59        | 15       | 13       | 14       | 4        | 7        | 4        | 32       | 27       |
| 'son,'      | 1<br>2%   | -        | -        | -        | -        | 1        | -        | 1        | -        |
| 'Commodus,' | 7<br>12%  | 2<br>13% | 1<br>8%  | -        | 2<br>50% | 1<br>14% | -        | 5<br>16% | 2<br>7%  |
| and         | -         | -        | -        | -        | -        | -        | -        | -        | -        |
| a           | -         | -        | -        | -        | -        | -        | -        | -        | -        |
| power       | 12<br>20% | 2<br>13% | 4<br>31% | 2<br>14% | 1<br>25% | 2<br>29% | 1<br>25% | 8<br>25% | 4<br>15% |
| struggle    | 7<br>12%  | 2<br>13% | 3<br>23% | -        | -        | 2<br>29% | -        | 5<br>16% | 2<br>7%  |
| leaves      | 2<br>3%   | -        | 1<br>8%  | -        | -        | 1<br>14% | -        | 1<br>3%  | 1<br>4%  |
| Maximus     | 4<br>7%   | 1<br>7%  | 1<br>8%  | -        | 1<br>25% | -        | 1<br>25% | 4<br>13% | -        |
| and         | -         | -        | -        | -        | -        | -        | -        | -        | -        |
| his         | 1<br>2%   | 1<br>7%  | -        | -        | -        | -        | -        | -        | 1<br>4%  |
| family      | 1<br>2%   | 1<br>7%  | -        | -        | -        | -        | -        | -        | 1<br>4%  |
| condemned   | 8<br>14%  | 1<br>7%  | 1<br>8%  | 2<br>14% | 1<br>25% | 2<br>29% | 1<br>25% | 6<br>19% | 2<br>7%  |
| to          | 4<br>7%   | -        | 1<br>8%  | 1<br>7%  | -        | 1<br>14% | 1<br>25% | 3<br>9%  | 1<br>4%  |
| death.      | 11<br>19% | 2<br>13% | 1<br>8%  | 2<br>14% | 1<br>25% | 3<br>43% | 1<br>25% | 8<br>25% | 3<br>11% |
| The         | -         | -        | -        | -        | -        | -        | -        | -        | -        |
|             | -         | -        | -        | -        | -        | -        | -        | -        | -        |

# COBALT SKY FILMS STUDY

Table 15

## Q9 Gladiator wordclick - summary of likes

Base : All respondents

|           | TOTAL    | Age     |          |          |          |          |          | Gender   |         |
|-----------|----------|---------|----------|----------|----------|----------|----------|----------|---------|
|           |          | 18-24   | 25-34    | 35-44    | 45-54    | 55-64    | 65+      | Male     | Female  |
| Base      | 59       | 15      | 13       | 14       | 4        | 7        | 4        | 32       | 27      |
| powerful  | 6<br>10% | 1<br>7% | 2<br>15% | 1<br>7%  | 1<br>25% | -        | 1<br>25% | 5<br>16% | 1<br>4% |
| general   | 3<br>5%  | -       | 1<br>8%  | 1<br>7%  | -        | -        | 1<br>25% | 2<br>6%  | 1<br>4% |
| is        | -        | -       | -        | -        | -        | -        | -        | -        | -       |
| unable    | 2<br>3%  | -       | -        | 1<br>7%  | 1<br>25% | -        | -        | 2<br>6%  | -       |
| to        | -        | -       | -        | -        | -        | -        | -        | -        | -       |
| save      | 1<br>2%  | 1<br>7% | -        | -        | -        | -        | -        | -        | 1<br>4% |
| his       | -        | -       | -        | -        | -        | -        | -        | -        | -       |
| 'family,' | 1<br>2%  | -       | -        | -        | -        | -        | 1<br>25% | -        | 1<br>4% |
| and       | -        | -       | -        | -        | -        | -        | -        | -        | -       |
| his       | 1<br>2%  | -       | -        | -        | -        | -        | -        | 1<br>3%  | -       |
| loss      | 2<br>3%  | -       | -        | 1<br>7%  | -        | 1<br>14% | -        | 1<br>3%  | 1<br>4% |
| of        | 3<br>5%  | 1<br>7% | -        | -        | -        | 1<br>14% | 1<br>25% | 2<br>6%  | 1<br>4% |
| will      | 2<br>3%  | -       | -        | 1<br>7%  | -        | 1<br>14% | -        | 1<br>3%  | 1<br>4% |
| allows    | 3<br>5%  | -       | -        | 2<br>14% | -        | -        | -        | 3<br>9%  | -       |
| him       | 2<br>3%  | -       | -        | 1<br>7%  | -        | 1<br>14% | -        | 1<br>3%  | 1<br>4% |

**COBALT SKY FILMS STUDY**

Table 15

**Q9 Gladiator wordclick - summary of likes****Base : All respondents**

|             | TOTAL     | Age   |       |       |       |       |     | Gender |        |
|-------------|-----------|-------|-------|-------|-------|-------|-----|--------|--------|
|             |           | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Male   | Female |
| <b>Base</b> | <b>59</b> | 15    | 13    | 14    | 4     | 7     | 4   | 32     | 27     |
| to          | -         | -     | -     | -     | -     | -     | -   | -      | -      |
| get         | -         | -     | -     | -     | -     | -     | -   | -      | -      |
| captured    | -         | -     | -     | -     | -     | -     | -   | -      | -      |
| and         | -         | -     | -     | -     | -     | -     | -   | -      | -      |
| put         | 1         | -     | -     | -     | -     | 1     | -   | -      | 1      |
|             | 2%        | -     | -     | -     | -     | 14%   | -   | -      | 4%     |
| into        | -         | -     | -     | -     | -     | -     | -   | -      | -      |
| the         | 2         | 1     | -     | 1     | -     | -     | -   | 1      | 1      |
|             | 3%        | 7%    | -     | 7%    | -     | -     | -   | 3%     | 4%     |
| Gladiator   | 8         | 2     | 2     | 2     | -     | -     | 2   | 5      | 3      |
|             | 14%       | 13%   | 15%   | 14%   | -     | -     | 50% | 16%    | 11%    |
| games       | 4         | 1     | 1     | 1     | -     | -     | 1   | 1      | 3      |
|             | 7%        | 7%    | 8%    | 7%    | -     | -     | 25% | 3%     | 11%    |
| until       | 4         | -     | 2     | -     | 1     | 1     | -   | 1      | 3      |
|             | 7%        | -     | 15%   | -     | 25%   | 14%   | -   | 3%     | 11%    |
| he          | 4         | -     | 2     | -     | 1     | 1     | -   | 1      | 3      |
|             | 7%        | -     | 15%   | -     | 25%   | 14%   | -   | 3%     | 11%    |
| dies.       | 3         | -     | 2     | -     | -     | 1     | -   | 1      | 2      |
|             | 5%        | -     | 15%   | -     | -     | 14%   | -   | 3%     | 7%     |
| The         | 2         | 1     | -     | -     | -     | -     | -   | -      | 2      |
|             | 3%        | 7%    | -     | -     | -     | -     | -   | -      | 7%     |
| only        | 2         | 1     | -     | -     | -     | -     | -   | -      | 2      |
|             | 3%        | 7%    | -     | -     | -     | -     | -   | -      | 7%     |
| desire      | 3         | 1     | -     | -     | -     | -     | -   | 1      | 2      |
|             | 5%        | 7%    | -     | -     | -     | -     | -   | 3%     | 7%     |

# COBALT SKY FILMS STUDY

Table 15

## Q9 Gladiator wordclick - summary of likes

Base : All respondents

|        | TOTAL   | Age      |         |         |       |          |          | Gender  |          |
|--------|---------|----------|---------|---------|-------|----------|----------|---------|----------|
|        |         | 18-24    | 25-34   | 35-44   | 45-54 | 55-64    | 65+      | Male    | Female   |
| Base   | 59      | 15       | 13      | 14      | 4     | 7        | 4        | 32      | 27       |
| that   | 1<br>2% | -        | -       | -       | -     | -        | -        | -       | 1<br>4%  |
| fuels  | 4<br>7% | 2<br>13% | 1<br>8% | -       | -     | -        | -        | 2<br>6% | 2<br>7%  |
| him    | 1<br>2% | -        | -       | -       | -     | -        | -        | -       | 1<br>4%  |
| now    | 2<br>3% | -        | -       | -       | -     | -        | -        | 1<br>3% | 1<br>4%  |
| is     | 1<br>2% | -        | -       | -       | -     | -        | -        | -       | 1<br>4%  |
| the    | 2<br>3% | -        | -       | -       | -     | 1<br>14% | -        | -       | 2<br>7%  |
| chance | 5<br>8% | 1<br>7%  | -       | 1<br>7% | -     | 1<br>14% | 1<br>25% | 3<br>9% | 2<br>7%  |
| to     | 3<br>5% | -        | -       | -       | -     | 1<br>14% | -        | 2<br>6% | 1<br>4%  |
| rise   | 5<br>8% | 1<br>7%  | 1<br>8% | 1<br>7% | -     | 1<br>14% | -        | 2<br>6% | 3<br>11% |
| to     | 2<br>3% | -        | -       | -       | -     | 1<br>14% | -        | 1<br>3% | 1<br>4%  |
| the    | 3<br>5% | -        | -       | 1<br>7% | -     | 1<br>14% | -        | 2<br>6% | 1<br>4%  |
| top    | 4<br>7% | -        | -       | 1<br>7% | -     | 1<br>14% | -        | 2<br>6% | 2<br>7%  |
| so     | 1<br>2% | -        | -       | -       | -     | -        | -        | -       | 1<br>4%  |
| that   | 2<br>3% | -        | -       | 1<br>7% | -     | -        | -        | 1<br>3% | 1<br>4%  |
| he     | 2<br>3% | -        | -       | 1<br>7% | -     | -        | -        | -       | 2<br>7%  |

# COBALT SKY FILMS STUDY

Table 15

## Q9 Gladiator wordclick - summary of likes

Base : All respondents

|      | TOTAL   | Age     |       |          |          |          |          | Gender  |          |
|------|---------|---------|-------|----------|----------|----------|----------|---------|----------|
|      |         | 18-24   | 25-34 | 35-44    | 45-54    | 55-64    | 65+      | Male    | Female   |
| Base | 59      | 15      | 13    | 14       | 4        | 7        | 4        | 32      | 27       |
| will | 1<br>2% | -       | -     | -        | -        | -        | -        | -       | 1<br>4%  |
| be   | 1<br>2% | -       | -     | -        | -        | -        | -        | -       | 1<br>4%  |
| able | 1<br>2% | -       | -     | -        | -        | -        | -        | -       | 1<br>4%  |
| to   | 1<br>2% | -       | -     | -        | -        | -        | -        | -       | 1<br>4%  |
| look | 1<br>2% | -       | -     | -        | -        | -        | -        | -       | 1<br>4%  |
| into | 2<br>3% | -       | -     | -        | 1<br>25% | -        | -        | -       | 2<br>7%  |
| the  | 1<br>2% | -       | -     | -        | -        | -        | -        | -       | 1<br>4%  |
| eyes | 4<br>7% | -       | -     | 2<br>14% | 1<br>25% | -        | -        | 1<br>3% | 3<br>11% |
| of   | 1<br>2% | -       | -     | -        | -        | -        | -        | -       | 1<br>4%  |
| the  | 2<br>3% | -       | -     | -        | -        | -        | -        | 1<br>3% | 1<br>4%  |
| man  | 2<br>3% | -       | -     | -        | -        | -        | 1<br>25% | 1<br>3% | 1<br>4%  |
| who  | 2<br>3% | 1<br>7% | -     | -        | -        | -        | -        | 1<br>3% | 1<br>4%  |
| will | 1<br>2% | -       | -     | -        | -        | -        | -        | -       | 1<br>4%  |
| feel | 2<br>3% | -       | -     | -        | -        | 1<br>14% | -        | 1<br>3% | 1<br>4%  |
| his  | 3<br>5% | 1<br>7% | -     | -        | -        | 1<br>14% | -        | 2<br>6% | 1<br>4%  |



**COBALT SKY FILMS STUDY**

Table 15

**Q9 Gladiator wordclick - summary of likes****Base : All respondents**

|   | TOTAL      | Age   |       |       |       |       |     | Gender |        |
|---|------------|-------|-------|-------|-------|-------|-----|--------|--------|
|   |            | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Male   | Female |
| <b>Base</b>   | <b>59</b>  | 15    | 13    | 14    | 4     | 7     | 4   | 32     | 27     |
| revenge.  | <b>20</b>  | 6     | 3     | 4     | 1     | 3     | 2   | 10     | 10     |
|   | <b>34%</b> | 40%   | 23%   | 29%   | 25%   | 43%   | 50% | 31%    | 37%    |
| IMAGE - left text   | <b>8</b>   | -     | 4     | 1     | -     | 3     | -   | 7      | 1      |
|   | <b>14%</b> | -     | 31%   | 7%    | -     | 43%   | -   | 22%    | 4%     |
| IMAGE - right text  | <b>8</b>   | -     | 4     | 1     | -     | 3     | -   | 6      | 2      |
|   | <b>14%</b> | -     | 31%   | 7%    | -     | 43%   | -   | 19%    | 7%     |
| IMAGE - head  | <b>15</b>  | 3     | 3     | 4     | 2     | 2     | 1   | 7      | 8      |
|   | <b>25%</b> | 20%   | 23%   | 29%   | 50%   | 29%   | 25% | 22%    | 30%    |
| IMAGE - body  | <b>15</b>  | 4     | 4     | 5     | -     | 2     | -   | 10     | 5      |
|   | <b>25%</b> | 27%   | 31%   | 36%   | -     | 29%   | -   | 31%    | 19%    |
| IMAGE - sword   | <b>10</b>  | 4     | 3     | 2     | -     | -     | 1   | 8      | 2      |
|   | <b>17%</b> | 27%   | 23%   | 14%   | -     | -     | 25% | 25%    | 7%     |
| IMAGE - actor   | <b>3</b>   | -     | -     | 2     | -     | 1     | -   | 1      | 2      |
|   | <b>5%</b>  | -     | -     | 14%   | -     | 14%   | -   | 3%     | 7%     |
| IMAGE - title   | <b>17</b>  | 2     | 5     | 6     | 1     | 3     | -   | 11     | 6      |
|   | <b>29%</b> | 13%   | 38%   | 43%   | 25%   | 43%   | -   | 34%    | 22%    |
| IMAGE - skirt   | <b>4</b>   | -     | 1     | 1     | 1     | -     | 1   | 2      | 2      |
|   | <b>7%</b>  | -     | 8%    | 7%    | 25%   | -     | 25% | 6%     | 7%     |
| IMAGE - footer text   | -          | -     | -     | -     | -     | -     | -   | -      | -      |
| There is nothing that I like or dislike about this product idea | -          | -     | -     | -     | -     | -     | -   | -      | -      |
| Not answer  | <b>3</b>   | -     | 2     | 1     | -     | -     | -   | 1      | 2      |
|   | <b>5%</b>  | -     | 15%   | 7%    | -     | -     | -   | 3%     | 7%     |



# COBALT SKY FILMS STUDY

Table 16

## Q9 Gladiator wordclick - summary of dislikes

Base : All respondents

|            | TOTAL   | Age     |         |         |       |          |     | Gender  |          |
|------------|---------|---------|---------|---------|-------|----------|-----|---------|----------|
|            |         | 18-24   | 25-34   | 35-44   | 45-54 | 55-64    | 65+ | Male    | Female   |
| Base       | 59      | 15      | 13      | 14      | 4     | 7        | 4   | 32      | 27       |
| Maximus    | 4<br>7% | 1<br>7% | 1<br>8% | -       | -     | 2<br>29% | -   | 1<br>3% | 3<br>11% |
| is         | -       | -       | -       | -       | -     | -        | -   | -       | -        |
| a          | -       | -       | -       | -       | -     | -        | -   | -       | -        |
| powerful   | -       | -       | -       | -       | -     | -        | -   | -       | -        |
| Roman      | -       | -       | -       | -       | -     | -        | -   | -       | -        |
| 'general,' | -       | -       | -       | -       | -     | -        | -   | -       | -        |
| loved      | -       | -       | -       | -       | -     | -        | -   | -       | -        |
| by         | -       | -       | -       | -       | -     | -        | -   | -       | -        |
| the        | -       | -       | -       | -       | -     | -        | -   | -       | -        |
| people     | 1<br>2% | -       | 1<br>8% | -       | -     | -        | -   | 1<br>3% | -        |
| and        | -       | -       | -       | -       | -     | -        | -   | -       | -        |
| the        | -       | -       | -       | -       | -     | -        | -   | -       | -        |
| aging      | 2<br>3% | 1<br>7% | -       | 1<br>7% | -     | -        | -   | 1<br>3% | 1<br>4%  |
| 'Emperor,' | 1<br>2% | -       | 1<br>8% | -       | -     | -        | -   | 1<br>3% | -        |
| Marcus     | 2<br>3% | 1<br>7% | -       | 1<br>7% | -     | -        | -   | 1<br>3% | 1<br>4%  |

# COBALT SKY FILMS STUDY

Table 16

## Q9 Gladiator wordclick - summary of dislikes

Base : All respondents

|             | TOTAL     | Age     |         |          |       |          |     | Gender  |         |
|-------------|-----------|---------|---------|----------|-------|----------|-----|---------|---------|
|             |           | 18-24   | 25-34   | 35-44    | 45-54 | 55-64    | 65+ | Male    | Female  |
| <b>Base</b> | <b>59</b> | 15      | 13      | 14       | 4     | 7        | 4   | 32      | 27      |
| Aurelius.   | 2<br>3%   | -       | -       | 2<br>14% | -     | -        | -   | 1<br>3% | 1<br>4% |
| Before      | -         | -       | -       | -        | -     | -        | -   | -       | -       |
| his         | -         | -       | -       | -        | -     | -        | -   | -       | -       |
| 'death,'    | 1<br>2%   | -       | -       | -        | -     | 1<br>14% | -   | -       | 1<br>4% |
| the         | -         | -       | -       | -        | -     | -        | -   | -       | -       |
| Emperor     | 2<br>3%   | 1<br>7% | 1<br>8% | -        | -     | -        | -   | 1<br>3% | 1<br>4% |
| chooses     | -         | -       | -       | -        | -     | -        | -   | -       | -       |
| Maximus     | 1<br>2%   | -       | -       | -        | -     | 1<br>14% | -   | -       | 1<br>4% |
| to          | -         | -       | -       | -        | -     | -        | -   | -       | -       |
| be          | -         | -       | -       | -        | -     | -        | -   | -       | -       |
| his         | -         | -       | -       | -        | -     | -        | -   | -       | -       |
| heir        | -         | -       | -       | -        | -     | -        | -   | -       | -       |
| over        | -         | -       | -       | -        | -     | -        | -   | -       | -       |
| his         | -         | -       | -       | -        | -     | -        | -   | -       | -       |
| own         | -         | -       | -       | -        | -     | -        | -   | -       | -       |

**COBALT SKY FILMS STUDY**

Table 16

**Q9 Gladiator wordclick - summary of dislikes****Base : All respondents**

|             | TOTAL | Age   |       |       |       |       |     | Gender |        |
|-------------|-------|-------|-------|-------|-------|-------|-----|--------|--------|
|             |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Male   | Female |
| Base        | 59    | 15    | 13    | 14    | 4     | 7     | 4   | 32     | 27     |
| 'son,'      | -     | -     | -     | -     | -     | -     | -   | -      | -      |
| 'Commodus,' | 4     | -     | -     | 2     | -     | 2     | -   | 2      | 2      |
|             | 7%    | -     | -     | 14%   | -     | 29%   | -   | 6%     | 7%     |
| and         | -     | -     | -     | -     | -     | -     | -   | -      | -      |
| a           | -     | -     | -     | -     | -     | -     | -   | -      | -      |
| power       | -     | -     | -     | -     | -     | -     | -   | -      | -      |
| struggle    | 1     | -     | -     | -     | -     | -     | -   | 1      | -      |
|             | 2%    | -     | -     | -     | -     | -     | -   | 3%     | -      |
| leaves      | -     | -     | -     | -     | -     | -     | -   | -      | -      |
| Maximus     | 2     | -     | -     | 2     | -     | -     | -   | 1      | 1      |
|             | 3%    | -     | -     | 14%   | -     | -     | -   | 3%     | 4%     |
| and         | -     | -     | -     | -     | -     | -     | -   | -      | -      |
| his         | 1     | -     | -     | -     | -     | 1     | -   | -      | 1      |
|             | 2%    | -     | -     | -     | -     | 14%   | -   | -      | 4%     |
| family      | -     | -     | -     | -     | -     | -     | -   | -      | -      |
| condemned   | 1     | -     | -     | -     | -     | 1     | -   | -      | 1      |
|             | 2%    | -     | -     | -     | -     | 14%   | -   | -      | 4%     |
| to          | -     | -     | -     | -     | -     | -     | -   | -      | -      |
| death.      | 5     | 2     | 1     | 2     | -     | -     | -   | 2      | 3      |
|             | 8%    | 13%   | 8%    | 14%   | -     | -     | -   | 6%     | 11%    |
| The         | -     | -     | -     | -     | -     | -     | -   | -      | -      |
|             | -     | -     | -     | -     | -     | -     | -   | -      | -      |

## COBALT SKY FILMS STUDY

Table 16

### Q9 Gladiator wordclick - summary of dislikes

Base : All respondents

|           | TOTAL   | Age     |         |          |       |          |     | Gender  |         |
|-----------|---------|---------|---------|----------|-------|----------|-----|---------|---------|
|           |         | 18-24   | 25-34   | 35-44    | 45-54 | 55-64    | 65+ | Male    | Female  |
| Base      | 59      | 15      | 13      | 14       | 4     | 7        | 4   | 32      | 27      |
| powerful  | -       | -       | -       | -        | -     | -        | -   | -       | -       |
| general   | 1<br>2% | -       | 1<br>8% | -        | -     | -        | -   | 1<br>3% | -       |
| is        | -       | -       | -       | -        | -     | -        | -   | -       | -       |
| unable    | 2<br>3% | -       | 1<br>8% | 1<br>7%  | -     | -        | -   | 1<br>3% | 1<br>4% |
| to        | 1<br>2% | -       | -       | 1<br>7%  | -     | -        | -   | -       | 1<br>4% |
| save      | 1<br>2% | -       | -       | 1<br>7%  | -     | -        | -   | -       | 1<br>4% |
| his       | 1<br>2% | -       | -       | 1<br>7%  | -     | -        | -   | -       | 1<br>4% |
| 'family,' | 1<br>2% | -       | -       | 1<br>7%  | -     | -        | -   | -       | 1<br>4% |
| and       | -       | -       | -       | -        | -     | -        | -   | -       | -       |
| his       | 1<br>2% | -       | -       | -        | -     | 1<br>14% | -   | 1<br>3% | -       |
| loss      | 5<br>8% | 1<br>7% | 1<br>8% | 2<br>14% | -     | 1<br>14% | -   | 3<br>9% | 2<br>7% |
| of        | 3<br>5% | -       | 1<br>8% | 1<br>7%  | -     | 1<br>14% | -   | 2<br>6% | 1<br>4% |
| will      | 3<br>5% | -       | 1<br>8% | 1<br>7%  | -     | 1<br>14% | -   | 2<br>6% | 1<br>4% |
| allows    | 2<br>3% | 1<br>7% | -       | -        | -     | 1<br>14% | -   | 2<br>6% | -       |
| him       | 1<br>2% | -       | -       | 1<br>7%  | -     | -        | -   | -       | 1<br>4% |

# COBALT SKY FILMS STUDY

Table 16

## Q9 Gladiator wordclick - summary of dislikes

Base : All respondents

|           | TOTAL   | Age     |         |         |          |          |     | Gender  |         |
|-----------|---------|---------|---------|---------|----------|----------|-----|---------|---------|
|           |         | 18-24   | 25-34   | 35-44   | 45-54    | 55-64    | 65+ | Male    | Female  |
| Base      | 59      | 15      | 13      | 14      | 4        | 7        | 4   | 32      | 27      |
| to        | -       | -       | -       | -       | -        | -        | -   | -       | -       |
| get       | -       | -       | -       | -       | -        | -        | -   | -       | -       |
| captured  | 3<br>5% | 1<br>7% | 1<br>8% | 1<br>7% | -        | -        | -   | 2<br>6% | 1<br>4% |
| and       | 2<br>3% | 1<br>7% | -       | -       | -        | 1<br>14% | -   | -       | 2<br>7% |
| put       | 1<br>2% | -       | -       | 1<br>7% | -        | -        | -   | 1<br>3% | -       |
| into      | -       | -       | -       | -       | -        | -        | -   | -       | -       |
| the       | -       | -       | -       | -       | -        | -        | -   | -       | -       |
| Gladiator | 1<br>2% | -       | -       | -       | 1<br>25% | -        | -   | -       | 1<br>4% |
| games     | -       | -       | -       | -       | -        | -        | -   | -       | -       |
| until     | -       | -       | -       | -       | -        | -        | -   | -       | -       |
| he        | 1<br>2% | -       | -       | 1<br>7% | -        | -        | -   | 1<br>3% | -       |
| dies.     | 1<br>2% | -       | 1<br>8% | -       | -        | -        | -   | 1<br>3% | -       |
| The       | -       | -       | -       | -       | -        | -        | -   | -       | -       |
| only      | 1<br>2% | -       | -       | 1<br>7% | -        | -        | -   | 1<br>3% | -       |
| desire    | 2<br>3% | 1<br>7% | -       | 1<br>7% | -        | -        | -   | 2<br>6% | -       |

# COBALT SKY FILMS STUDY

Table 16

## Q9 Gladiator wordclick - summary of dislikes

Base : All respondents

|        | TOTAL   | Age     |          |         |       |          |     | Gender  |         |
|--------|---------|---------|----------|---------|-------|----------|-----|---------|---------|
|        |         | 18-24   | 25-34    | 35-44   | 45-54 | 55-64    | 65+ | Male    | Female  |
| Base   | 59      | 15      | 13       | 14      | 4     | 7        | 4   | 32      | 27      |
| that   | 1<br>2% | -       | -        | 1<br>7% | -     | -        | -   | 1<br>3% | -       |
| fuels  | 3<br>5% | -       | 2<br>15% | -       | -     | 1<br>14% | -   | 2<br>6% | 1<br>4% |
| him    | -       | -       | -        | -       | -     | -        | -   | -       | -       |
| now    | -       | -       | -        | -       | -     | -        | -   | -       | -       |
| is     | -       | -       | -        | -       | -     | -        | -   | -       | -       |
| the    | 1<br>2% | -       | -        | 1<br>7% | -     | -        | -   | 1<br>3% | -       |
| chance | 2<br>3% | 1<br>7% | -        | 1<br>7% | -     | -        | -   | 1<br>3% | 1<br>4% |
| to     | -       | -       | -        | -       | -     | -        | -   | -       | -       |
| rise   | 1<br>2% | -       | -        | -       | -     | 1<br>14% | -   | -       | 1<br>4% |
| to     | -       | -       | -        | -       | -     | -        | -   | -       | -       |
| the    | -       | -       | -        | -       | -     | -        | -   | -       | -       |
| top    | -       | -       | -        | -       | -     | -        | -   | -       | -       |
| so     | -       | -       | -        | -       | -     | -        | -   | -       | -       |
| that   | -       | -       | -        | -       | -     | -        | -   | -       | -       |
| he     | -       | -       | -        | -       | -     | -        | -   | -       | -       |

# COBALT SKY FILMS STUDY

Table 16

## Q9 Gladiator wordclick - summary of dislikes

Base : All respondents

|      | TOTAL   | Age     |       |         |       |          |     | Gender  |         |
|------|---------|---------|-------|---------|-------|----------|-----|---------|---------|
|      |         | 18-24   | 25-34 | 35-44   | 45-54 | 55-64    | 65+ | Male    | Female  |
| Base | 59      | 15      | 13    | 14      | 4     | 7        | 4   | 32      | 27      |
| will | -       | -       | -     | -       | -     | -        | -   | -       | -       |
| be   | -       | -       | -     | -       | -     | -        | -   | -       | -       |
| able | -       | -       | -     | -       | -     | -        | -   | -       | -       |
| to   | -       | -       | -     | -       | -     | -        | -   | -       | -       |
| look | -       | -       | -     | -       | -     | -        | -   | -       | -       |
| into | 2<br>3% | 1<br>7% | -     | 1<br>7% | -     | -        | -   | 2<br>6% | -       |
| the  | -       | -       | -     | -       | -     | -        | -   | -       | -       |
| eyes | -       | -       | -     | -       | -     | -        | -   | -       | -       |
| of   | -       | -       | -     | -       | -     | -        | -   | -       | -       |
| the  | -       | -       | -     | -       | -     | -        | -   | -       | -       |
| man  | 2<br>3% | 1<br>7% | -     | -       | -     | 1<br>14% | -   | 1<br>3% | 1<br>4% |
| who  | -       | -       | -     | -       | -     | -        | -   | -       | -       |
| will | -       | -       | -     | -       | -     | -        | -   | -       | -       |
| feel | -       | -       | -     | -       | -     | -        | -   | -       | -       |
| his  | -       | -       | -     | -       | -     | -        | -   | -       | -       |



**COBALT SKY FILMS STUDY**

Table 16

**Q9 Gladiator wordclick - summary of dislikes****Base : All respondents**

|   | TOTAL                   | Age      |          |          |          |          |          | Gender    |          |
|---|-------------------------|----------|----------|----------|----------|----------|----------|-----------|----------|
|   |                         | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+      | Male      | Female   |
| <b>Base</b>   | <b>59</b>               | 15       | 13       | 14       | 4        | 7        | 4        | 32        | 27       |
| revenge.  | <b>4</b><br><b>7%</b>   | 1<br>7%  | -        | 1<br>7%  | 1<br>25% | 1<br>14% | -        | 2<br>6%   | 2<br>7%  |
| IMAGE - left text   | <b>6</b><br><b>10%</b>  | 2<br>13% | 1<br>8%  | 2<br>14% | 1<br>25% | -        | -        | 3<br>9%   | 3<br>11% |
| IMAGE - right text  | <b>4</b><br><b>7%</b>   | 1<br>7%  | 1<br>8%  | 1<br>7%  | 1<br>25% | -        | -        | 2<br>6%   | 2<br>7%  |
| IMAGE - head  | <b>6</b><br><b>10%</b>  | 2<br>13% | 3<br>23% | -        | -        | 1<br>14% | -        | -         | 6<br>22% |
| IMAGE - body  | <b>5</b><br><b>8%</b>   | 1<br>7%  | 1<br>8%  | 2<br>14% | -        | -        | 1<br>25% | 2<br>6%   | 3<br>11% |
| IMAGE - sword   | <b>4</b><br><b>7%</b>   | 1<br>7%  | 2<br>15% | 1<br>7%  | -        | -        | -        | -         | 4<br>15% |
| IMAGE - actor   | <b>7</b><br><b>12%</b>  | 2<br>13% | 4<br>31% | -        | -        | 1<br>14% | -        | 3<br>9%   | 4<br>15% |
| IMAGE - title   | <b>4</b><br><b>7%</b>   | 1<br>7%  | 2<br>15% | -        | -        | -        | 1<br>25% | -         | 4<br>15% |
| IMAGE - skirt   | <b>9</b><br><b>15%</b>  | 2<br>13% | 4<br>31% | 2<br>14% | -        | 1<br>14% | -        | 4<br>13%  | 5<br>19% |
| IMAGE - footer text   | <b>2</b><br><b>3%</b>   | -        | 1<br>8%  | -        | -        | 1<br>14% | -        | 2<br>6%   | -        |
| There is nothing that I like or dislike about this product idea | -                       | -        | -        | -        | -        | -        | -        | -         | -        |
| Not answer  | <b>19</b><br><b>32%</b> | 5<br>33% | 2<br>15% | 5<br>36% | 2<br>50% | 1<br>14% | 3<br>75% | 12<br>38% | 7<br>26% |



**COBALT SKY FILMS STUDY**

Table 17

**Q10 Number of Oscars won: Forrest Gump****Base : All respondents**

|             | TOTAL                   | Age      |          |          |           |          |          | Gender    |           |
|-------------|-------------------------|----------|----------|----------|-----------|----------|----------|-----------|-----------|
|             |                         | 18-24    | 25-34    | 35-44    | 45-54     | 55-64    | 65+      | Male      | Female    |
| <b>Base</b> | <b>59</b>               | 15       | 13       | 14       | 4         | 7        | 4        | 32        | 27        |
| 1           | <b>30</b><br><b>51%</b> | 7<br>47% | 7<br>54% | 5<br>36% | 3<br>75%  | 5<br>71% | 1<br>25% | 17<br>53% | 13<br>48% |
| 2           | <b>26</b><br><b>44%</b> | 5<br>33% | 5<br>38% | 8<br>57% | 2<br>50%  | 3<br>43% | 2<br>50% | 13<br>41% | 13<br>48% |
| 3           | <b>27</b><br><b>46%</b> | 4<br>27% | 8<br>62% | 7<br>50% | 2<br>50%  | 3<br>43% | 2<br>50% | 13<br>41% | 14<br>52% |
| 4           | <b>29</b><br><b>49%</b> | 8<br>53% | 6<br>46% | 6<br>43% | 4<br>100% | 3<br>43% | 2<br>50% | 14<br>44% | 15<br>56% |
| 5           | <b>31</b><br><b>53%</b> | 7<br>47% | 7<br>54% | 7<br>50% | 4<br>100% | 4<br>57% | 2<br>50% | 17<br>53% | 14<br>52% |
| 6           | <b>22</b><br><b>37%</b> | 6<br>40% | 4<br>31% | 5<br>36% | 2<br>50%  | 3<br>43% | 2<br>50% | 9<br>28%  | 13<br>48% |
| 7           | <b>19</b><br><b>32%</b> | 5<br>33% | 3<br>23% | 5<br>36% | 2<br>50%  | 1<br>14% | 2<br>50% | 10<br>31% | 9<br>33%  |
| 8           | <b>19</b><br><b>32%</b> | 5<br>33% | 5<br>38% | 5<br>36% | 1<br>25%  | 1<br>14% | 2<br>50% | 9<br>28%  | 10<br>37% |
| 9           | <b>15</b><br><b>25%</b> | 4<br>27% | 4<br>31% | 2<br>14% | 2<br>50%  | 2<br>29% | 1<br>25% | 8<br>25%  | 7<br>26%  |
| 10          | <b>13</b><br><b>22%</b> | 2<br>13% | 4<br>31% | 2<br>14% | 2<br>50%  | -<br>-   | 3<br>75% | 8<br>25%  | 5<br>19%  |
| 11          | <b>11</b><br><b>19%</b> | 2<br>13% | 1<br>8%  | 4<br>29% | 1<br>25%  | 1<br>14% | 2<br>50% | 6<br>19%  | 5<br>19%  |
| 12          | <b>16</b><br><b>27%</b> | 4<br>27% | 6<br>46% | 2<br>14% | 1<br>25%  | 1<br>14% | 2<br>50% | 7<br>22%  | 9<br>33%  |
| 13          | <b>15</b><br><b>25%</b> | 5<br>33% | 1<br>8%  | 3<br>21% | 2<br>50%  | 1<br>14% | 3<br>75% | 7<br>22%  | 8<br>30%  |
| 14          | <b>11</b><br><b>19%</b> | 2<br>13% | 1<br>8%  | 4<br>29% | 1<br>25%  | 1<br>14% | 2<br>50% | 8<br>25%  | 3<br>11%  |
| 15          | <b>13</b><br><b>22%</b> | 5<br>33% | 1<br>8%  | 2<br>14% | 2<br>50%  | 2<br>29% | 1<br>25% | 6<br>19%  | 7<br>26%  |

**COBALT SKY FILMS STUDY**

Table 18

**Q10 Number of Oscars won: Jurassic Park****Base : All respondents**

|             | TOTAL     | Age       |          |          |          |          |          | Gender    |           |
|-------------|-----------|-----------|----------|----------|----------|----------|----------|-----------|-----------|
|             |           | 18-24     | 25-34    | 35-44    | 45-54    | 55-64    | 65+      | Male      | Female    |
| <b>Base</b> | <b>59</b> | 15        | 13       | 14       | 4        | 7        | 4        | 32        | 27        |
| 1           | 8<br>14%  | 3<br>20%  | 2<br>15% | 2<br>14% | 1<br>25% | -        | -        | 4<br>13%  | 4<br>15%  |
| 2           | 11<br>19% | 4<br>27%  | 2<br>15% | 1<br>7%  | 1<br>25% | 1<br>14% | 1<br>25% | 8<br>25%  | 3<br>11%  |
| 3           | 11<br>19% | 5<br>33%  | -        | 3<br>21% | 1<br>25% | 1<br>14% | -        | 7<br>22%  | 4<br>15%  |
| 4           | 9<br>15%  | 3<br>20%  | 2<br>15% | 3<br>21% | -        | 1<br>14% | -        | 7<br>22%  | 2<br>7%   |
| 5           | 14<br>24% | 3<br>20%  | 4<br>31% | 5<br>36% | -        | 1<br>14% | -        | 7<br>22%  | 7<br>26%  |
| 6           | 17<br>29% | 3<br>20%  | 5<br>38% | 3<br>21% | 2<br>50% | 2<br>29% | -        | 11<br>34% | 6<br>22%  |
| 7           | 24<br>41% | 5<br>33%  | 7<br>54% | 6<br>43% | 1<br>25% | 3<br>43% | 1<br>25% | 12<br>38% | 12<br>44% |
| 8           | 19<br>32% | 5<br>33%  | 3<br>23% | 4<br>29% | 2<br>50% | 2<br>29% | 2<br>50% | 7<br>22%  | 12<br>44% |
| 9           | 19<br>32% | 7<br>47%  | 2<br>15% | 6<br>43% | 1<br>25% | 1<br>14% | 2<br>50% | 8<br>25%  | 11<br>41% |
| 10          | 20<br>34% | 10<br>67% | 3<br>23% | 2<br>14% | 1<br>25% | 3<br>43% | 1<br>25% | 8<br>25%  | 12<br>44% |
| 11          | 9<br>15%  | 4<br>27%  | 4<br>31% | -        | -        | 1<br>14% | -        | 4<br>13%  | 5<br>19%  |
| 12          | 11<br>19% | 3<br>20%  | 2<br>15% | 4<br>29% | 1<br>25% | -        | 1<br>25% | 8<br>25%  | 3<br>11%  |
| 13          | 13<br>22% | 6<br>40%  | 4<br>31% | 2<br>14% | -        | 1<br>14% | -        | 10<br>31% | 3<br>11%  |
| 14          | 12<br>20% | 5<br>33%  | 3<br>23% | 1<br>7%  | 1<br>25% | 1<br>14% | 1<br>25% | 5<br>16%  | 7<br>26%  |
| 15          | 9<br>15%  | 2<br>13%  | 2<br>15% | 2<br>14% | -        | 2<br>29% | 1<br>25% | 6<br>19%  | 3<br>11%  |

**COBALT SKY FILMS STUDY**

Table 19

**Q10 Number of Oscars won: Avatar****Base : All respondents**

|             | TOTAL                   | Age      |          |          |          |          |          | Gender    |           |
|-------------|-------------------------|----------|----------|----------|----------|----------|----------|-----------|-----------|
|             |                         | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+      | Male      | Female    |
| <b>Base</b> | <b>59</b>               | 15       | 13       | 14       | 4        | 7        | 4        | 32        | 27        |
| 1           | <b>9</b><br><b>15%</b>  | 2<br>13% | 2<br>15% | 4<br>29% | -        | -        | 1<br>25% | 5<br>16%  | 4<br>15%  |
| 2           | <b>13</b><br><b>22%</b> | 4<br>27% | 5<br>38% | 1<br>7%  | 1<br>25% | 2<br>29% | -        | 6<br>19%  | 7<br>26%  |
| 3           | <b>9</b><br><b>15%</b>  | 3<br>20% | 3<br>23% | 1<br>7%  | 1<br>25% | 1<br>14% | -        | 6<br>19%  | 3<br>11%  |
| 4           | <b>10</b><br><b>17%</b> | 4<br>27% | 2<br>15% | 2<br>14% | -        | 1<br>14% | 1<br>25% | 3<br>9%   | 7<br>26%  |
| 5           | <b>9</b><br><b>15%</b>  | 4<br>27% | 2<br>15% | 1<br>7%  | -        | -        | 2<br>50% | 6<br>19%  | 3<br>11%  |
| 6           | <b>15</b><br><b>25%</b> | 5<br>33% | 2<br>15% | 5<br>36% | -        | 1<br>14% | 2<br>50% | 9<br>28%  | 6<br>22%  |
| 7           | <b>8</b><br><b>14%</b>  | 3<br>20% | 2<br>15% | 1<br>7%  | 1<br>25% | -        | 1<br>25% | 6<br>19%  | 2<br>7%   |
| 8           | <b>12</b><br><b>20%</b> | 3<br>20% | 3<br>23% | 3<br>21% | -        | 3<br>43% | -        | 9<br>28%  | 3<br>11%  |
| 9           | <b>12</b><br><b>20%</b> | 1<br>7%  | 2<br>15% | 3<br>21% | 1<br>25% | 3<br>43% | 1<br>25% | 8<br>25%  | 4<br>15%  |
| 10          | <b>17</b><br><b>29%</b> | 2<br>13% | 4<br>31% | 7<br>50% | 1<br>25% | 2<br>29% | -        | 9<br>28%  | 8<br>30%  |
| 11          | <b>18</b><br><b>31%</b> | 3<br>20% | 5<br>38% | 3<br>21% | 2<br>50% | 3<br>43% | 1<br>25% | 8<br>25%  | 10<br>37% |
| 12          | <b>19</b><br><b>32%</b> | 7<br>47% | 4<br>31% | 3<br>21% | 2<br>50% | 2<br>29% | 1<br>25% | 8<br>25%  | 11<br>41% |
| 13          | <b>14</b><br><b>24%</b> | 2<br>13% | 6<br>46% | 5<br>36% | -        | 1<br>14% | -        | 8<br>25%  | 6<br>22%  |
| 14          | <b>10</b><br><b>17%</b> | 1<br>7%  | 4<br>31% | 5<br>36% | -        | -        | -        | 7<br>22%  | 3<br>11%  |
| 15          | <b>14</b><br><b>24%</b> | 5<br>33% | 6<br>46% | 2<br>14% | -        | -        | 1<br>25% | 12<br>38% | 2<br>7%   |

## COBALT SKY FILMS STUDY

Table 20

### Q10 Number of Oscars won: Jaws

Base : All respondents

|             | TOTAL                   | Age      |          |          |          |          |          | Gender    |           |
|-------------|-------------------------|----------|----------|----------|----------|----------|----------|-----------|-----------|
|             |                         | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+      | Male      | Female    |
| <b>Base</b> | <b>59</b>               | 15       | 13       | 14       | 4        | 7        | 4        | 32        | 27        |
| 1           | <b>9</b><br><b>15%</b>  | 2<br>13% | 2<br>15% | 2<br>14% | -        | 1<br>14% | 2<br>50% | 4<br>13%  | 5<br>19%  |
| 2           | <b>7</b><br><b>12%</b>  | 2<br>13% | 1<br>8%  | 3<br>21% | -        | -        | 1<br>25% | 4<br>13%  | 3<br>11%  |
| 3           | <b>10</b><br><b>17%</b> | 3<br>20% | 2<br>15% | 2<br>14% | -        | 1<br>14% | 2<br>50% | 5<br>16%  | 5<br>19%  |
| 4           | <b>9</b><br><b>15%</b>  | -        | 3<br>23% | 2<br>14% | -        | 2<br>29% | 1<br>25% | 6<br>19%  | 3<br>11%  |
| 5           | <b>3</b><br><b>5%</b>   | 1<br>7%  | -        | -        | -        | 1<br>14% | -        | 1<br>3%   | 2<br>7%   |
| 6           | <b>3</b><br><b>5%</b>   | 1<br>7%  | 2<br>15% | -        | -        | -        | -        | 2<br>6%   | 1<br>4%   |
| 7           | <b>5</b><br><b>8%</b>   | 2<br>13% | 1<br>8%  | 1<br>7%  | -        | 1<br>14% | -        | 3<br>9%   | 2<br>7%   |
| 8           | <b>6</b><br><b>10%</b>  | 2<br>13% | 2<br>15% | 1<br>7%  | 1<br>25% | -        | -        | 5<br>16%  | 1<br>4%   |
| 9           | <b>11</b><br><b>19%</b> | 3<br>20% | 5<br>38% | 2<br>14% | -        | -        | -        | 7<br>22%  | 4<br>15%  |
| 10          | <b>6</b><br><b>10%</b>  | 1<br>7%  | 2<br>15% | 2<br>14% | -        | 1<br>14% | -        | 5<br>16%  | 1<br>4%   |
| 11          | <b>18</b><br><b>31%</b> | 6<br>40% | 3<br>23% | 6<br>43% | 1<br>25% | 1<br>14% | 1<br>25% | 12<br>38% | 6<br>22%  |
| 12          | <b>9</b><br><b>15%</b>  | 1<br>7%  | 1<br>8%  | 4<br>29% | -        | 2<br>29% | -        | 7<br>22%  | 2<br>7%   |
| 13          | <b>13</b><br><b>22%</b> | 2<br>13% | 2<br>15% | 3<br>21% | 2<br>50% | 2<br>29% | 1<br>25% | 5<br>16%  | 8<br>30%  |
| 14          | <b>22</b><br><b>37%</b> | 7<br>47% | 5<br>38% | 3<br>21% | 2<br>50% | 3<br>43% | 1<br>25% | 10<br>31% | 12<br>44% |
| 15          | <b>19</b><br><b>32%</b> | 3<br>20% | 4<br>31% | 7<br>50% | 2<br>50% | 1<br>14% | 1<br>25% | 6<br>19%  | 13<br>48% |

**COBALT SKY FILMS STUDY**

Table 21

**Q11. Which of the following films have you seen?****Base : All respondents**

|   | TOTAL                   | Age       |           |          |          |          |          | Gender    |           |
|---|-------------------------|-----------|-----------|----------|----------|----------|----------|-----------|-----------|
|   |                         | 18-24     | 25-34     | 35-44    | 45-54    | 55-64    | 65+      | Male      | Female    |
| <b>Base</b>                             | <b>59</b>               | 15        | 13        | 14       | 4        | 7        | 4        | 32        | 27        |
| Indiana Jones - Raiders of the Lost Ark | <b>38</b><br><b>64%</b> | 11<br>73% | 10<br>77% | 9<br>64% | 2<br>50% | 4<br>57% | 1<br>25% | 21<br>66% | 17<br>63% |
| Silence of the Lambs                    | <b>34</b><br><b>58%</b> | 9<br>60%  | 10<br>77% | 6<br>43% | 3<br>75% | 4<br>57% | 1<br>25% | 18<br>56% | 16<br>59% |
| The Godfather                           | <b>30</b><br><b>51%</b> | 7<br>47%  | 10<br>77% | 6<br>43% | 2<br>50% | 4<br>57% | -<br>-   | 15<br>47% | 15<br>56% |
| Breakfast at Tiffanys                   | <b>24</b><br><b>41%</b> | 4<br>27%  | 8<br>62%  | 5<br>36% | 1<br>25% | 4<br>57% | 1<br>25% | 11<br>34% | 13<br>48% |
| Kill Bill                               | <b>31</b><br><b>53%</b> | 8<br>53%  | 9<br>69%  | 7<br>50% | 2<br>50% | 2<br>29% | 2<br>50% | 20<br>63% | 11<br>41% |
| E.T.                                    | <b>24</b><br><b>41%</b> | 5<br>33%  | 6<br>46%  | 4<br>29% | 3<br>75% | 3<br>43% | 2<br>50% | 16<br>50% | 8<br>30%  |
| Not answer                              | <b>2</b><br><b>3%</b>   | -<br>-    | -<br>-    | 1<br>7%  | -<br>-   | -<br>-   | 1<br>25% | 1<br>3%   | 1<br>4%   |

**COBALT SKY FILMS STUDY**

Table 22

**Q12 Ranking : Raiders of the Lost Ark****Base : All who have seen Raiders of the Lost Ark**

|            | TOTAL     | Age      |          |          |           |          |           | Gender   |           |
|------------|-----------|----------|----------|----------|-----------|----------|-----------|----------|-----------|
|            |           | 18-24    | 25-34    | 35-44    | 45-54     | 55-64    | 65+       | Male     | Female    |
| Base       | 38        | 11       | 10       | 9        | 2         | 4        | 1         | 21       | 17        |
| 1st        | 17<br>45% | 4<br>36% | 5<br>50% | 5<br>56% | 2<br>100% | 1<br>25% | -         | 7<br>33% | 10<br>59% |
| 2nd        | 11<br>29% | 4<br>36% | 2<br>20% | 2<br>22% | -         | 3<br>75% | -         | 8<br>38% | 3<br>18%  |
| 3rd        | 4<br>11%  | 1<br>9%  | 2<br>20% | 1<br>11% | -         | -        | -         | 4<br>19% | -         |
| 4th        | 1<br>3%   | -        | -        | -        | -         | -        | 1<br>100% | -        | 1<br>6%   |
| 5th        | 1<br>3%   | -        | 1<br>10% | -        | -         | -        | -         | -        | 1<br>6%   |
| 6th        | -         | -        | -        | -        | -         | -        | -         | -        | -         |
| Not answer | 4<br>11%  | 2<br>18% | -        | 1<br>11% | -         | -        | -         | 2<br>10% | 2<br>12%  |
| Mean       | 1.76      | 1.67     | 2.00     | 1.50     | 1.00      | 1.75     | 4.00      | 1.84     | 1.67      |
| Std dev    | 0.99      | 0.71     | 1.33     | 0.76     | 0.00      | 0.50     | -         | 0.76     | 1.23      |

**COBALT SKY FILMS STUDY**

Table 23

**Q12 Ranking : Silence of the Lambs****Base : All who have seen Silence of the Lambs**

|         | TOTAL     | Age      |          |          |          |          |           | Gender   |           |
|---------|-----------|----------|----------|----------|----------|----------|-----------|----------|-----------|
|         |           | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+       | Male     | Female    |
| Base    | 34        | 9        | 10       | 6        | 3        | 4        | 1         | 18       | 16        |
| 1st     | 9<br>26%  | 4<br>44% | -        | 2<br>33% | 1<br>33% | 2<br>50% | -         | 6<br>33% | 3<br>19%  |
| 2nd     | 17<br>50% | 4<br>44% | 5<br>50% | 4<br>67% | 2<br>67% | 1<br>25% | 1<br>100% | 7<br>39% | 10<br>63% |
| 3rd     | 5<br>15%  | 1<br>11% | 2<br>20% | -        | -        | 1<br>25% | -         | 3<br>17% | 2<br>13%  |
| 4th     | 2<br>6%   | -        | 2<br>20% | -        | -        | -        | -         | 2<br>11% | -         |
| 5th     | -         | -        | -        | -        | -        | -        | -         | -        | -         |
| 6th     | 1<br>3%   | -        | 1<br>10% | -        | -        | -        | -         | -        | 1<br>6%   |
| Mean    | 2.12      | 1.67     | 3.00     | 1.67     | 1.67     | 1.75     | 2.00      | 2.06     | 2.19      |
| Std dev | 1.07      | 0.71     | 1.33     | 0.52     | 0.58     | 0.96     | -         | 1.00     | 1.17      |

**COBALT SKY FILMS STUDY**

Table 24

**Q12 Ranking : The Godfather****Base : All who have seen The Godfather**

|            | TOTAL    | Age      |          |          |          |          |     | Gender   |          |
|------------|----------|----------|----------|----------|----------|----------|-----|----------|----------|
|            |          | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+ | Male     | Female   |
| Base       | 30       | 7        | 10       | 6        | 2        | 4        | -   | 15       | 15       |
| 1st        | 6<br>20% | -        | 5<br>50% | 1<br>17% | -        | -        | -   | 3<br>20% | 3<br>20% |
| 2nd        | 9<br>30% | 1<br>14% | 2<br>20% | 3<br>50% | 1<br>50% | 2<br>50% | -   | 4<br>27% | 5<br>33% |
| 3rd        | 7<br>23% | 2<br>29% | 1<br>10% | 2<br>33% | 1<br>50% | 1<br>25% | -   | 5<br>33% | 2<br>13% |
| 4th        | 4<br>13% | 2<br>29% | -        | -        | -        | 1<br>25% | -   | 2<br>13% | 2<br>13% |
| 5th        | 1<br>3%  | -        | 1<br>10% | -        | -        | -        | -   | -        | 1<br>7%  |
| 6th        | 2<br>7%  | 1<br>14% | 1<br>10% | -        | -        | -        | -   | 1<br>7%  | 1<br>7%  |
| Not answer | 1<br>3%  | 1<br>14% | -        | -        | -        | -        | -   | -        | 1<br>7%  |
| Mean       | 2.69     | 3.67     | 2.30     | 2.17     | 2.50     | 2.75     | -   | 2.67     | 2.71     |
| Std dev    | 1.42     | 1.37     | 1.83     | 0.75     | 0.71     | 0.96     | -   | 1.35     | 1.54     |



**COBALT SKY FILMS STUDY**

Table 25

**Q12 Ranking : Breakfast at Tiffanys****Base : All who have seen Breakfast at Tiffanys**

|            | TOTAL    | Age      |          |          |           |          |           | Gender   |          |
|------------|----------|----------|----------|----------|-----------|----------|-----------|----------|----------|
|            |          | 18-24    | 25-34    | 35-44    | 45-54     | 55-64    | 65+       | Male     | Female   |
| Base       | 24       | 4        | 8        | 5        | 1         | 4        | 1         | 11       | 13       |
| 1st        | 5<br>21% | 1<br>25% | 2<br>25% | 1<br>20% | -         | 1<br>25% | -         | 3<br>27% | 2<br>15% |
| 2nd        | 3<br>13% | 1<br>25% | 1<br>13% | -        | -         | -        | -         | 1<br>9%  | 2<br>15% |
| 3rd        | 7<br>29% | 1<br>25% | 2<br>25% | 3<br>60% | 1<br>100% | -        | -         | 2<br>18% | 5<br>38% |
| 4th        | 4<br>17% | 1<br>25% | 2<br>25% | 1<br>20% | -         | -        | -         | 1<br>9%  | 3<br>23% |
| 5th        | 2<br>8%  | -        | 1<br>13% | -        | -         | 1<br>25% | -         | 2<br>18% | -        |
| 6th        | 1<br>4%  | -        | -        | -        | -         | 1<br>25% | -         | 1<br>9%  | -        |
| Not answer | 2<br>8%  | -        | -        | -        | -         | 1<br>25% | 1<br>100% | 1<br>9%  | 1<br>8%  |
| Mean       | 2.91     | 2.50     | 2.88     | 2.80     | 3.00      | 4.00     | -         | 3.10     | 2.75     |
| Std dev    | 1.44     | 1.29     | 1.46     | 1.10     | -         | 2.65     | -         | 1.85     | 1.06     |

**COBALT SKY FILMS STUDY**

Table 26

**Q12 Ranking : Kill Bill****Base : All who have seen Kill Bill**

|         | TOTAL     | Age      |          |          |          |          |           | Gender   |          |
|---------|-----------|----------|----------|----------|----------|----------|-----------|----------|----------|
|         |           | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+       | Male     | Female   |
| Base    | 31        | 8        | 9        | 7        | 2        | 2        | 2         | 20       | 11       |
| 1st     | 7<br>23%  | 3<br>38% | 1<br>11% | 1<br>14% | -        | -        | 2<br>100% | 5<br>25% | 2<br>18% |
| 2nd     | 4<br>13%  | 1<br>13% | 1<br>11% | 2<br>29% | -        | -        | -         | 4<br>20% | -        |
| 3rd     | 10<br>32% | 3<br>38% | 2<br>22% | 3<br>43% | 1<br>50% | 1<br>50% | -         | 4<br>20% | 6<br>55% |
| 4th     | 6<br>19%  | 1<br>13% | 3<br>33% | 1<br>14% | 1<br>50% | -        | -         | 4<br>20% | 2<br>18% |
| 5th     | 4<br>13%  | -        | 2<br>22% | -        | -        | 1<br>50% | -         | 3<br>15% | 1<br>9%  |
| 6th     | -         | -        | -        | -        | -        | -        | -         | -        | -        |
| Mean    | 2.87      | 2.25     | 3.44     | 2.57     | 3.50     | 4.00     | 1.00      | 2.80     | 3.00     |
| Std dev | 1.34      | 1.16     | 1.33     | 0.98     | 0.71     | 1.41     | 0.00      | 1.44     | 1.18     |

**COBALT SKY FILMS STUDY**

Table 27

**Q12 Ranking : ET****Base : All who have seen ET**

|         | TOTAL    | Age      |          |          |          |          |          | Gender   |          |
|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|         |          | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+      | Male     | Female   |
| Base    | 24       | 5        | 6        | 4        | 3        | 3        | 2        | 16       | 8        |
| 1st     | 6<br>25% | -        | -        | 2<br>50% | 1<br>33% | 2<br>67% | -        | 4<br>25% | 2<br>25% |
| 2nd     | 6<br>25% | 1<br>20% | 2<br>33% | 1<br>25% | 1<br>33% | -        | 1<br>50% | 4<br>25% | 2<br>25% |
| 3rd     | 4<br>17% | 1<br>20% | 2<br>33% | -        | -        | -        | 1<br>50% | 3<br>19% | 1<br>13% |
| 4th     | 1<br>4%  | -        | -        | -        | -        | 1<br>33% | -        | 1<br>6%  | -        |
| 5th     | 6<br>25% | 3<br>60% | 1<br>17% | 1<br>25% | 1<br>33% | -        | -        | 3<br>19% | 3<br>38% |
| 6th     | 1<br>4%  | -        | 1<br>17% | -        | -        | -        | -        | 1<br>6%  | -        |
| Mean    | 2.92     | 4.00     | 3.50     | 2.25     | 2.67     | 2.00     | 2.50     | 2.88     | 3.00     |
| Std dev | 1.67     | 1.41     | 1.64     | 1.89     | 2.08     | 1.73     | 0.71     | 1.67     | 1.77     |