

YouGov Survey Results

Sample Size: 1696 GB Adults
Fieldwork: 15th - 16th June 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	UKIP	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	1696	x	x	x	x	508	427	330	823	873	202	429	580	485	967	729	217	551	363	417	148
Unweighted Sample	1696	437	505	117	208	532	440	323	799	897	120	400	694	482	1112	584	312	509	363	362	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if at all, do you like Star Wars?

Like it a lot	19	18	21	20	13	19	22	20	28	10	14	24	24	11	20	17	15	18	20	21	18
Like it somewhat	32	34	31	40	37	33	29	38	32	32	31	30	34	32	35	28	32	35	29	33	30
Don't particularly like it	22	21	21	25	24	21	25	23	19	25	21	18	22	27	22	23	24	23	19	22	23
Don't like it at all	22	22	22	13	20	22	21	15	15	28	26	24	17	23	19	25	20	20	25	20	27
Don't know	5	6	4	2	6	6	3	4	5	5	8	4	3	8	5	6	8	4	7	5	2

It was recently announced that many of the original stars will be participating in the next Star Wars movie. Will you go and see the new movie featuring some of the original cast?

Definitely will	16	15	19	22	10	14	16	19	23	10	22	22	19	6	19	12	13	19	16	16	12
Probably will	22	24	21	29	20	23	22	28	25	19	20	25	24	18	24	19	24	20	18	26	23
TOTAL WILL	38	39	40	51	30	37	38	47	48	29	42	47	43	24	43	31	37	39	34	42	35
Probably will not	27	26	26	27	32	25	29	24	25	29	31	22	25	32	25	30	28	26	25	28	29
Definitely will not	27	29	29	16	31	31	27	23	21	33	16	25	25	37	25	30	26	25	32	25	30
TOTAL WILL NOT	54	55	55	43	63	56	56	47	46	62	47	47	50	69	50	60	54	51	57	53	59
Don't know	8	7	5	7	8	7	7	6	6	9	11	7	7	7	7	9	8	9	9	4	6

Which of the actors are you most looking forward to seeing in the new movie, if any? Please check all that apply.

[Only asked to respondents who will go and see the movie; n=649]

Harrison Ford	63	64	65	57	63	63	64	57	62	65	67	60	65	59	64	61	61	67	64	60	57
Carrie Fisher	35	34	36	42	40	34	39	38	36	34	25	33	40	34	35	35	36	39	41	29	23
Mark Hamill	32	27	29	41	44	31	34	37	36	27	22	34	38	25	30	38	30	32	37	29	37
Anthony Daniels	9	6	13	12	9	6	13	9	12	5	13	10	8	7	8	11	12	6	14	8	9
Peter Mayhew	9	9	9	7	14	9	11	6	11	5	8	13	8	3	8	9	5	8	15	7	5
Kenny Baker	8	7	10	14	13	7	12	9	10	6	9	9	7	9	9	8	6	8	13	8	6
Not applicable - am not looking forward to seeing any particular actor	22	21	20	24	20	21	18	29	23	20	16	23	20	26	20	24	27	20	18	23	24
Don't know	8	12	7	3	9	10	7	5	7	9	11	8	5	11	8	8	3	8	9	10	6

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

Which is your favourite original Star Wars character?

Han Solo	13	15	14	12	12	14	13	12	15	12	12	12	17	11	16	9	12	10	13	16	17
R2-D2	8	10	10	3	5	8	10	7	9	8	16	9	7	6	9	7	7	10	9	9	5
Chewbacca	7	9	7	4	5	7	9	4	7	7	6	6	10	5	7	6	7	7	7	6	8
Obi-Wan Kenobi	7	8	7	10	8	7	7	9	10	5	7	6	8	8	9	5	7	7	6	9	4
Darth Vader	6	5	7	8	9	5	6	8	10	3	10	9	6	2	8	4	7	6	7	6	5
Princess Leia	3	2	3	11	2	2	5	4	4	3	3	3	4	3	3	4	5	4	2	3	5
Luke Skywalker	3	3	3	6	3	4	4	3	4	2	1	4	3	3	2	4	2	4	4	2	0
Other	3	2	3	5	5	4	2	3	3	2	2	4	4	2	2	4	3	3	2	3	5
Not applicable, I do not have a favourite Star Wars character	49	46	47	41	51	48	44	51	40	58	43	48	42	61	43	56	50	49	49	47	50