

Opening Our Eyes

How film contributes to the culture of the UK

A study for the BFI by Northern Alliance and Ipsos MediaCT

July 2011

Appendix 3:

Detailed survey findings

Opening Our Eyes: How Film Contributes to the Culture of the UK: Detailed Survey Findings

This appendix provides further detailed analysis of the main survey conducted as part of the research work presented in the report 'Opening Our Eyes: How film contributes to the culture of the UK', published by the BFI in July 2011. This appendix should be read in the context of that report and the full set of result tables (Appendix 2), which can be found, along with a full anonymised copy of the survey data in SPSS format, at www.bfi.org.uk/filmtvinfo/publications.

This appendix presents the top-line findings for each survey question in turn (see Appendix 1 for the questionnaire itself), and then highlights for each any differences in the views or experiences of different demographic groups¹, and groups defined in terms of their film interest or consumption habits. The findings are presented in the following order:

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¹ The findings for each question are analysed by gender, age, ethnic group and region. Key questions are also analysed by family status, income and education.

Participation in different forms of entertainment (B1)

As you might expect from an online survey sample, almost all the respondents (96%) surf the internet or visit websites at least once a week.

About eight in ten respondents (83%) listen to the radio at least once a week, and three-quarters (76%) listen to music on a CD or digital player at least once a week.

Two thirds of the sample (67%) read a newspaper at least once a week, just over half (56%) read some pages from a novel every week, just under half (46%) read some pages from a non-fiction book every week and about a third (35%) read a magazine at least once a week.

About four in ten respondents (43%) play video games or computer games at least once a week.

About a third (34%) go for a walk in the countryside or parks at least once a week, with about two-thirds (67%) doing so at least monthly.

Of respondents who were over 18, a quarter (25%) visit a pub or club at least once a week, and just over half (55%) do so at least once a month.

Very small proportions of the sample frequently go to live music concerts, or visit the theatre, museums or art galleries (1% do so weekly, and between 8% and 10% do so at least monthly), although just over four in ten respondents visit the theatre (43%) or a museum (46%) at least every six months, and just over a third go to a live music concert (37%) or art gallery (35%) at least every six months.

*Question B1 Proportion participating in different forms of entertainment
(Base: All respondents. Unweighted: 2036. Weighted: 2036)*

	At least weekly	At least monthly	At least 6 monthly	Less often	Never
	%	%	%	%	%
Surf the internet or visit websites	96	98	99	1	*
Listen to the radio	83	90	92	4	3
Listen to music on a CD or digital player	76	89	93	4	3
Read a newspaper	67	81	87	6	7
Read some pages from a novel	56	70	80	11	9
Read some pages from a non-fiction book	46	67	79	12	8
Play video or computer games at home	43	57	64	10	26
Read a weekly or monthly magazine	35	70	82	9	9
Go for a walk in the countryside or parks	34	67	85	9	5
Visit a pub or club ²	27	58	80	12	8
Go to a live sports event	4	13	29	29	40
Go to a live music concert	1	8	37	37	24
Visit the theatre	1	9	43	35	21
Visit a museum	1	10	46	39	14
Visit an art gallery	1	9	35	35	28

² Base: respondents aged over 18. Unweighted: 1920. Weighted: 1915.

Analysis by gender (B1)

As the following table shows, men were more likely than women to regularly play videogames, go to live music concerts or sports events, or pubs or clubs. They were also slightly more likely than women to read a newspaper several times a week.

Women were more likely than men to regularly read a magazine, or pages from a novel or non-fiction book, visit the theatre or go for a walk in the countryside or parks.

*Question B1 Proportion participating in different forms of entertainment by Gender
(Base: All respondents)*

	Men	Women
	%	%
Read a newspaper several times a week	51	42
Read a magazine at least monthly	65	76
Read some pages from a novel at least weekly	45	67
Read some pages from a non-fiction book at least weekly	43	49
Play videogames or computer games at home at least weekly	50	35
Go to a live music concert at least monthly	10	6
Visit the theatre at least 6 monthly	40	46
Go to a live sports event at least monthly	20	7
Go to a pub or club at least weekly	32	19
Go for a walk in the countryside or park at least monthly	64	69
Unweighted base	990	1046
Weighted base	1007	1029

Analysis by age (B1)

As the following table shows, the proportions reading newspapers, magazines or pages from novels at least once a week increases with age, and 15-24 year olds are less likely than older respondents to read pages from a non-fiction book at least weekly. The proportion playing weekly videogames, visiting museums at least once a month and visiting pubs and clubs at least monthly decreases with age.

15-24 year olds are less likely than others to regularly listen to the radio, or to go for a walk in the countryside or park.

The over 55s are less likely than younger respondents to regularly listen to music on a CD or digital player, or to go to a live sports event. But they are more likely, together with the 25-34 year olds, to regularly visit the theatre.

Under 35s are more likely to regularly go to live music concerts, and the 25-34 year old age group are more likely than others to regularly visit art galleries.

*Question B1 Proportion participating in different forms of entertainment by Age
(Base: All respondents)*

	15-24	25-34	35-44	45-54	Over 55
	%	%	%	%	%
Read a newspaper at least weekly	48	63	63	74	79
Read a magazine at least weekly	29	34	33	35	42
Read some pages from a novel at least weekly	49	52	53	60	63
Read some pages from a non-fiction book at least weekly	39	45	49	49	47
Listen to the radio at least weekly	71	86	85	89	84
Listen to music on a CD or digital player at least weekly	82	86	82	78	62
Play video or computer games at home at least weekly	56	54	44	37	29
Go to a live music concert at least monthly	14	12	6	6	5
Visit the theatre at least 6 monthly	39	47	39	38	48
Visit a museum at least 6 monthly	43	51	49	45	43
Visit an art gallery at least 6 monthly	33	42	35	31	35
Go to a live sports event at least 6 monthly	35	36	31	28	22
Go to a pub or club at least monthly	73	68	54	55	51
Go for a walk in the countryside or park at least monthly	59	70	69	67	68
Un-weighted base	335	340	409	369	583
Weighted base	357	356	385	371	567

Analysis by ethnic group (B1)

White respondents were more likely than ethnic minority respondents to read pages from a novel at least once a week (57% compared with 44%), and to listen to the radio several times a week (75% compared with 63%) and to visit pubs or clubs at least once a month (56% compared with 44%).

Ethnic minority respondents were more likely than white respondents to visit the theatre at least once a month (20% compared with 8%) or to visit an art gallery at least once every 6 months (35% to 44%).

Analysis by region (B1)

London residents were more likely than other respondents to read a newspaper at least once a week (74% compared with 66% elsewhere in the UK). They were also more likely to go to live music concerts at least once a month (12% compared with 8%), and to visit a theatre, museum or art gallery at least every 6 months (53%, 60% and 53% respectively compared with 42%, 44% and 33%).

Residents from London, South West and the South East were more likely than other residents in England to read pages weekly from a non-fiction book (50% compared with 41%).

Welsh residents were more likely than others to play video games every week (53% compared with 42% of respondents elsewhere in the UK), and less likely to visit pubs or clubs every week (13% compared with 26%).

Analysis by level of film interest (B1)

As the following table shows, those who are generally interested in film are also more likely to participate in most other arts or entertainment activities. They are more likely than respondents who are un-interested in film to read magazines, novels and non-fiction books every week; they are more likely to listen to music, play video games, and surf the internet every week; they are more likely to go to live music concerts or visit theatres, museums and art galleries at least once every six months; and they are more likely to go to live sports events, pubs and clubs or go for walks in the countryside or park every month.

The only exception to this pattern is that those who are generally un-interested in film are more likely than those who are interested to read a newspaper at least once a week.

Question B1 Proportion participating in different forms of entertainment by Interest in Film (Base: All respondents)

	How interested in films		
	Very	Fairly	Not
	%	%	%
Read a newspaper at least weekly	64	68	71
Read some pages from a novel at least weekly	64	54	44
Read some pages from a non-fiction book at least weekly	52	44	38
Listen to music on a CD or digital player at least weekly	85	76	61
Play video or computer games at home at least weekly	51	39	34
Surf the internet or visit websites at least weekly	98	96	94
Go to a live music concert at least 6 monthly	46	34	25
Visit the theatre at least 6 monthly	48	41	35
Visit a museum at least 6 monthly	53	44	37
Visit an art gallery at least 6 monthly	44	31	26
Go to a live sports event at least monthly	15	13	8
Go to a pub or club at least monthly	60	54	44
Go for a walk in the countryside or park at least monthly	69	68	60
Unweighted base	738	968	324
Weighted base	743	962	325

Analysis by most commonly watched film type (B1)³

As the table below shows, respondents watching mainly animated films were the least likely to read pages from a novel every week, and the most likely to play video or computer games at home at least once a month.

Those watching mainly blockbusters or animated films were the least likely to go to the theatre.

And those watching mainly independent or foreign language films were the most likely to visit museums, art galleries or live music concerts at least every six months, and to read pages from a non-fiction book every week.

³ Throughout this report, in all analysis by most commonly watched film type, some caution should be exercised in interpreting the differences. Although all differences reported are statistically significant, the sample size is very small for the group watching mainly foreign language films.

*Question B1 Proportion participating in different forms of entertainment by Preferred Film Type
(Base: All respondents)*

	Most commonly watched film type				
	Block-busters	Smaller budget main-stream films	Indepen-dent films	Foreign lang. films	Ani-mated films
	%	%	%	%	%
Read some pages from a novel at least weekly	58	63	60	63	44
Read some pages from a non-fiction book at least weekly	45	52	61	67	41
Play video or computer games at home at least monthly	63	48	54	57	72
Go to a live music concert at least 6 monthly	37	43	67	54	34
Visit the theatre at least 6 monthly	42	51	56	52	44
Visit a museum at least 6 monthly	40	58	72	71	50
Visit an art gallery at least 6 monthly	31	48	67	62	34
Unweighted base	993	358	111	47	150
Weighted base	993	360	110	47	150

Film consumption (B2)

A minority of the sample are frequent cinema-goers. Only 3% watch a film at the cinema every week. About three in ten (29%) do so at least once a month.

Just over half the sample (56%) watch a film on television at least once a week, and 86% do so at least once a month. A third (33%) watch a film on DVD or Blu-ray at least once a week, and two thirds (63%) do so at least once a month.

One in ten (11%) watch a film downloaded or streamed from the internet at least once a week, and just over one in five (23%) do so at least once a month. 5% watch a film on a mobile device at least once a week, and 11% do so at least monthly.

As might be expected, there were very few respondents frequently watching films on planes – 2% doing so at least once a week, 4% monthly.

Analysis by gender (B2)

Men were more likely than women to be weekly watchers of films on television, the internet, mobile devices and planes (61%, 14%, 6% and 3% respectively, compared with 51%, 8%, 4% and 1%).

Analysis by age (B2)

As the following table shows, the proportions watching films regularly at the cinema, on DVD or Blu-Ray, downloaded from the internet or on mobile devices decrease with age. Weekly film-watching on television was most common among the middle age groups (25-54).

*Question B2 Film consumption by Age
(Base: All respondents)*

	15-24	25-34	35-44	45-54	Over 55
	%	%	%	%	%
Watch films on television at least weekly	45	62	57	64	52
Watch films on DVD or Blu-ray at least weekly	46	48	32	31	17
Watch films online at least weekly	19	24	10	5	3
Watch films at the cinema at least monthly	47	42	25	21	16
Watch films on mobile device at least monthly	19	20	11	6	2
Watch films on a plane at least monthly	5	8	5	2	1
Unweighted base	335	340	409	369	583
Weighted base	357	356	385	371	567

Analysis by ethnic group (B2)

Ethnic minority respondents were more likely than white respondents to download or stream films from the internet at least once a week (23% compared with 11%); and at least once a month they were more likely to view films at a cinema (50% compared with 27%), on a mobile device (25% compared with 10%), and on a plane (14% compared with 3%).

Analysis by region (B2)

Northern Ireland residents were the most likely to pay visits at least monthly to the cinema (43% compared with 36% in London, 28% in the rest of England, 27% in Scotland and 19% in Wales)⁴.

London residents were the most likely to watch weekly films downloaded or streamed from the internet (16% compared with 11% elsewhere in the UK), and the most likely to watch films monthly on a mobile device (15% compared with 10%) or on a plane (9% compared with 3%).

Those living in urban locations were more likely than those in rural locations to watch films at least once a month at the cinema (31% compared with 20%), on a mobile device (12% compared with 6%) or online (25% compared with 16%), and at least once a week on DVD or Blu-ray (34% compared with 29%).

Analysis by family status (B2)

Whether or not the respondent was living with children under 15 made no difference to the likelihood of them watching films weekly on any medium. However, there were some differences in cinema attendance. Those with children were slightly more likely to watch films at the cinema every month than those without (32% compared with 27%).

Analysis by household income (B2)

Household income level made no difference to the proportion of respondents watching films weekly on any medium. However, there were some differences in cinema attendance. The higher the household income, the more likely the respondent was to watch films at the cinema every month

⁴ Note: Some caution should be exercised in interpreting these differences due to small sample size in Northern Ireland

(24% of those with incomes of less than £20,000, 27% of those with incomes between £20,000 and £39,999 and 37% of those with incomes of £40,000 or more).

Analysis by educational qualifications attained (B2)

Highest qualification level made no difference to the proportion of respondents watching films weekly on any medium. However, there were some differences in cinema attendance and online film viewing.

The higher the qualification held, the more likely the respondent was to watch films at the cinema every month (21% of those with no qualifications, 25% of those with GCSEs or equivalent, 27% of those with A levels or equivalent and 32% of those with degree level qualifications).

Those with qualifications at A level or above were more likely than others to watch films online every month (16% of those with no qualifications, 20% of those with GCSEs or equivalent and 25% of those with A level or degree level qualifications).

Analysis by level of film interest (B2)

As would be expected, frequent film-watching on all media was more common among those who were interested in film.

*Question B2 Film consumption by Interest in Film
(Base: All respondents)*

	How interested in films		
	Very	Fairly	Not
	%	%	%
Watch films on television at least weekly	72	54	24
Watch films on DVD or Blu-ray at least weekly	53	25	8
Watch films online at least weekly	18	8	4
Watch films at the cinema at least monthly	45	23	8
Watch films on mobile device at least monthly	16	9	4
Unweighted base	738	968	324
Weighted base	743	962	325

Analysis by most commonly watched film type (B2)

As the following table shows, respondents most commonly watching blockbusters are the most frequent watchers of film on television.

Those who most commonly watch foreign language films are more likely than others to watch films online and on mobile devices at least once a week, and to visit the cinema at least once a month .

Respondents mainly watching smaller budget mainstream films are the least likely of all the groups to watch films every week on DVD or Blu-ray.

*Question B2 Film consumption by Preferred Film Type
(Base: All respondents)*

	Most commonly watched film type				
	Block-busters	Smaller budget main-stream films	Indepen-dent films	Foreign lang. films	Ani-mated films
	%	%	%	%	%
Watch films on television at least weekly	65	49	57	51	51
Watch films on DVD or Blu-ray at least weekly	38	29	43	44	35
Watch films online at least weekly	12	10	18	31	12
Watch films on mobile device at least weekly	6	4	5	17	9
Watch films at the cinema at least monthly	33	28	33	42	34
Unweighted base	993	358	111	47	150
Weighted base	993	360	110	47	150

Type of television programmes watched (B3)

The vast majority of the sample (93%) watch other kinds of programme on television (i.e. not films) at least once a week – 87% several times a week. Among those who watch television, the most common types of television programme watched in the last month were the news (87%), documentaries (79%) and comedy or sit-coms (78%). The next most commonly watched programmes were factual entertainment programmes – e.g. Top Gear, Time Team (68%), drama - excluding soap operas (66%), game shows, quiz shows or panel shows (62%) and wildlife or nature programmes (62%). In the last month, about half the television-watching sample had watched sport programmes (54%) and soap operas (49%), and about four in ten had watched reality TV or talent shows (44%), chat shows (44%) or music shows and concerts (42%). The least commonly watched types of programme were culture shows such as Film 2011, Imagine or Late Review (27%).

Analysis by gender (B3)

Men were more likely than women to have watched documentaries, factual entertainment shows, wildlife programmes and culture shows in the last month (81%, 73%, 65% and 29% respectively compared with 76%, 63%, 59% and 24%). They were also considerably more likely to have watched sport programmes (69% compared with 40%).

Women, on the other hand, were more likely than men to have recently watched game shows, soap operas, reality or talent shows and chat shows (66%, 57%, 54% and 49% respectively, compared with 57%, 41%, 34% and 38%).

Analysis by age (B3)

As the following table shows, 15-24 year olds were less likely than older respondents to have watched news programmes, documentaries, sport programmes and culture shows in the last month. The 25-34 year olds were the most likely to have watched culture shows in the last month, and after that the proportion decreased with age.

The over 55s were less likely than their younger counterparts to have recently watched comedies or sit-coms, and the proportion watching reality TV or talent shows and music programmes decreased with age.

The proportion watching wildlife programmes increased with age.

The middle age groups – 25-54 year olds – were more likely than both the youngest and oldest to have watched factual entertainment shows, drama and chat shows.

*Question B3 Type of television programmes watched by Age
(Base: All watching television)*

% who have watched the following types of TV programme in the last month	15-24	25-34	35-44	45-54	Over 55
	%	%	%	%	%
News	64	87	88	93	97
Documentaries	60	78	78	86	87
Comedy / Sit-coms	83	86	80	79	67
Factual entertainment shows	65	75	71	73	60
Other drama (excl. Soap operas)	63	70	68	70	63
Wildlife / nature programmes	36	54	61	73	76
Sport	46	57	55	57	55
Reality TV / Talent shows	55	54	47	42	30
Chat shows	39	47	48	48	39
Music shows / concerts	50	47	42	42	35
Culture shows	17	34	31	27	25
Unweighted base	328	333	401	361	572
Weighted base	349	348	377	363	556

Analysis by ethnic group (B3)

White respondents were more likely than ethnic minority respondents to have watched documentaries, factual entertainment shows, drama and wildlife programmes in the last month. Ethnic minority respondents were more likely than white respondents to have watched reality TV or talent shows and music programmes.

*Question B3 Type of television programmes watched by Ethnic Group
(Base: All watching television)*

% who have watched the following types of TV programme in the last month	White	Ethnic minority
	%	%
Documentaries	79	72
Factual entertainment shows	69	58
Other drama (excl. Soap operas)	67	55
Wildlife / nature programmes	62	49
Reality TV / Talent shows	43	64
Music shows / concerts	42	58
Unweighted base	1840	116
Weighted base	1835	119

Analysis by region (B3)

London residents were more likely than other respondents to watch culture shows (36% compared with 25% of those living elsewhere in the UK), and they were slightly less likely than those living elsewhere in England to watch factual entertainment shows (62% compared with 70%) or sport programmes (48% compared with 56%).

Analysis by level of film interest (B3)

As the following table shows, those who are generally interested in film are also more likely to watch most types of television programme: comedy or sit-coms, factual entertainment shows, drama, sport, reality TV or talent shows, chat shows, music programmes and culture shows.

Respondents who don't have an interest in film generally are more likely than those who do to watch wildlife programmes.

*Question B3 Type of television programmes watched by Interest in Film
(Base: All watching television)*

% who have watched the following types of TV programme in the last month	How interested in films		
	Very	Fairly	Not
	%	%	%
Comedy / Sit-coms	83	78	64
Factual entertainment shows	72	69	58
Other drama (excl. Soap operas)	75	66	49
Wildlife / nature programmes	57	64	66
Sport	55	56	46
Reality TV / Talent shows	48	44	38
Chat shows	47	44	33
Music shows / concerts	50	40	31
Culture shows	35	24	14
Unweighted base	725	955	309
Weighted base	730	948	309

Analysis by most commonly watched film type (B3)

As the table below shows, respondents mainly watching animated films were the least likely to watch documentaries and drama on television.

Those mainly watching blockbusters or animated films were the most likely to watch factual entertainment shows, and those watching mainly foreign language films were the least likely to do so.

And those mainly watching independent films were the least likely to watch soap operas and reality TV or talent shows, and the most likely to watch culture shows.

*Question B3 Type of television programmes watched by Preferred Film Type
(Base: All watching television)*

% who have watched the following types of TV programme in the last month	Most commonly watched film type				
	Block-busters	Smaller budget main-stream films	Indepen-dent films	Foreign lang. films	Ani-mated films
	%	%	%	%	%
Documentaries	79	84	83	82	71
Drama (excl. soap operas)	72	67	76	59	55
Factual entertainment shows	74	65	65	52	70
Soap operas	51	51	39	41	47
Reality TV or talent shows	48	43	30	39	48
Culture shows	25	35	53	43	23
Unweighted base	983	351	106	44	148
Weighted base	981	352	105	44	148

General interests (B4)

Respondents were asked how interested they were in a range of issues. Their responses are presented below, ordered by level of interest. The position of film has been highlighted. The figures below represent % interested in...

- 88% news about the UK (39% very, 50% fairly)
- 88% television (39% very, 49% fairly)
- **84% film (37% very, 47% fairly)**
- 81% news about the world (29% very, 52% fairly)
- 80% the countryside or landscape (34% very, 46% fairly)
- 80% restaurants and eating out (33% very, 47% fairly)
- 76% UK history (28% very, 48% fairly)
- 71% knowing or finding out about different ways of life or groups around the world (23% very, 48% fairly)
- 71% world history (25% very, 46% fairly)
- 69% pop or rock music (28% very, 41% fairly)
- 67% literature (28% very, 39% fairly)
- 63% UK politics (22% very, 40% fairly)
- 63% knowing or finding out about different ways of life or groups in UK society (17% very, 45% fairly)
- 61% world politics (19% very, 41% fairly)
- 59% museums (13% very, 46% fairly)
- 53% watching sport (27% very, 25% fairly)
- 52% pubs and clubs (16% very, 37% fairly)
- 50% theatre / dance (13% very, 37% fairly)
- 50% taking part in sport (21%, 30% fairly)
- 46% art (13% very, 33% fairly)

- 45% videogames or computer games (18% very, 28% fairly)
- 42% classical music (12% very, 31% fairly)
- 41% different languages (10% very, 31% fairly)
- 33% religion (11% very, 21% fairly)
- 32% news about celebrities or famous people (7% very, 25% fairly)

Analysis by gender (B4)

There was no significant difference between men and women in terms of their levels of interest in film. However, women were considerably more likely than men to be interested in theatre and dance, and news about celebrities and famous people. They were also more likely than men to be interested in literature, art, museums, news about the UK, knowing or finding out about different ways of life in UK society or around the world, religion, different languages, television and restaurants and eating out.

Men, on the other hand, were more likely than women to be interested in watching sport, video and computer games, UK and world politics and world history.

Question B4 General interests by Gender

(Base: All respondents)

% interested in...	Men	Women
	%	%
News about the UK	87	90
Television	87	90
Restaurants / eating out	74	86
Knowing/finding out about different ways of life around the world	68	73
World history	73	68
Literature	60	74
UK politics	69	57
Knowing/finding out about different ways of life in UK society	59	66
World politics	67	55
Museums	55	62
Watching sport	68	38
Theatre / dance	37	63
Art	41	51
Video or computer games	53	38
Different languages	39	44
Religion (your own and/or others)	28	37
News about celebrities and famous people	20	43
Unweighted base	990	1046
Weighted base	1007	1029

Analysis by age (B4)

As the following table shows, interest in UK and world politics, news about the UK, UK and world history, classical music, literature, art and the countryside rises with age.

Interest in news about celebrities, video and computer games, taking part in sport, and pubs and clubs decreases with age.

15-24 year olds are less likely than over 25s to be interested in news about the world, knowing or finding out about different ways of life in the UK or around the world and museums.

The over 55s are the most likely to be interested in religion, and the least likely to be interested in film and pop/rock music.

25-34 year olds are more interested than other age groups to be interested in different languages.

Question B4 General interests by Age

(Base: All respondents)

% interested in...	15-24	25-34	35-44	45-54	Over 55
	%	%	%	%	%
News about the UK	74	87	88	92	96
Film	89	92	87	86	72
News about the world	66	84	81	83	88
The countryside / landscape	57	77	83	88	91
UK history	57	71	78	81	87
Knowing/finding out about different ways of life around the world	63	75	72	73	71
World history	55	69	73	75	78
Pop/rock music	81	81	79	74	43
Literature	54	66	65	69	75
UK politics	45	63	61	63	74
Knowing/finding out about different ways of life in UK society	53	67	64	64	64
World politics	43	63	60	62	70
Museums	42	58	62	66	63
Pubs and clubs	71 ⁵	68	57	55	42
Theatre / dance	44	48	51	48	56
Taking part in sport	58	63	57	47	35
Art	39	46	47	42	52
Video or computer games	67	62	49	38	23
Classical music	24	34	44	38	61
Different languages	42	51	41	38	36
Religion (your own and/or others)	30	34	31	28	38
News about celebrities and famous people	44	43	30	30	20
Unweighted base	335	340	409	369	583
Weighted base	357	356	385	371	567

Analysis by ethnic group (B4)

Ethnic minority respondents were more likely than white respondents to be interested in film (91% compared with 83%), news about the world (95% compared with 81%), world history (80% compared with 70%), knowing or finding out about different ways of life in the UK (74% compared with 62%) and around the world (85% compared with 70%), religion (57% compared with 31%), different languages (60% compared with 40%), art (56% compared with 45%), video and computer

⁵ Only asked if over 18, so percentage based on 18-24 age group, not 15-24

games (58% compared with 44%), taking part in sport (75% compared with 48%) and news about celebrities (55% compared with 30%).

White respondents were more likely than ethnic minority respondents to be interested in the countryside (81% compared with 67%).

Analysis by region (B4)

On the whole those living in the South of England were the most likely group to be interested in UK and world politics, news about the world, theatre and dance, literature, and taking part in sport.

London residents in particular were the most likely to be interested in different languages, classical music, art, museums, world history, different ways of life in the UK, religion and news about celebrities. However, they were the least likely to be interested in pop/rock music.

Analysis by level of film interest (B4)

As the following table shows, respondents with a general interest in film were more likely than others to also be interested in many other issues or activities listed at this question. The exceptions to this pattern were that they were no more or less likely to be interested in UK or world politics, UK history, news about the UK, classical music or religion.

*Question B4 General interests by Interest in Film
(Base: All respondents)*

	How interested in films		
	Very	Fairly	Not
	%	%	%
Television	94	90	70
News about the world	83	82	75
The countryside / landscape	82	81	75
Restaurants / eating out	87	80	70
Knowing /finding out about different ways of life around world	77	71	58
World history	75	70	65
Pop / rock music	82	67	44
Literature	74	67	54
Knowing /finding out about different ways of life in UK	68	63	50
Museums	68	56	48
Watching sport	58	53	41
Pubs and clubs	60	51	40
Theatre / dance	58	49	35
Taking part in sport	60	49	33
Art	57	43	30
Video / computer games	59	41	25
Different languages	51	38	27
News about celebrities / famous people	42	29	18
Unweighted base	738	968	324
Weighted base	743	962	325

Analysis by most commonly watched film type (B4)

Those watching mainly smaller budget mainstream films, independent films or foreign language films were more likely than those watching mainly blockbusters or animations to be interested in news about the world, world history, knowing about different ways of life in the UK or around the world, theatre and dance, literature, art, museums and the countryside.

Respondents mainly watching blockbusters or animated films were more likely than others to be interested in television and video or computer games.

Those watching mainly blockbusters were more likely than others to be interested in watching sport.

Respondents watching mainly animations were the least likely to be interested in film generally, or restaurants and eating out.

Those watching mainly foreign language films were more likely than others to be interested in different languages, religion and classical music.

*Question B4 General interests by Preferred Film Type
(Base: All respondents)*

	Most commonly watched film type				
	Block-busters	Smaller budget mainstream films	Independent films	Foreign lang. films	Animated films
	%	%	%	%	%
UK politics	59	70	80	74	58
World politics	57	68	78	81	51
News about the UK	88	92	95	84	83
News about the world	82	87	90	87	75
World history	69	78	85	87	65
Knowing out about different ways of life in the UK	61	71	78	76	56
Knowing out about different ways of life in world	72	77	84	85	67
News about celebrities / famous people	36	35	24	27	36
Religion	28	38	38	59	33
Different languages	39	46	54	80	43
Film	93	86	87	91	78
Classical music	36	51	56	71	42
Television	93	87	82	76	90
Theatre / dance	49	59	61	65	49
Literature	64	78	78	87	59
Art	42	58	69	73	46
Museums	54	69	83	78	61
Video / computer games	52	35	41	41	60
Watching sport	58	50	49	44	48
Restaurants / eating out	83	85	83	80	75
The countryside / landscape	78	87	86	89	79
Unweighted base	993	358	111	47	150
Weighted base	993	360	110	47	150

Words associated with different entertainment types (B5)

Film was commonly associated with the words entertaining (87%), good at providing escapism (68%), emotional or moving (60%) and exciting (59%) – for all four of these words, it is ranked 1st, i.e. it's the entertainment form most commonly associated with those words.

Film was also commonly associated with the word relaxing (65%), although the countryside, eating out and television were linked with this word by higher proportions (82%, 73% and 72% respectively).

Just over half the sample (54%) thought film could be thought provoking, although slightly higher proportions found the following entertainment forms thought provoking: literature (64%), news or newspapers (62%), art galleries/museums (59%) and television (56%).

Half the sample (49%) thought film had artistic value – this compares with 65% for art galleries/museums, 63% theatre/dance, 54% classical music, 48% literature and 44% pop/rock music.

Fewer than half (39%) associated the words 'informative/educational' with film, a considerably lower proportion than for news/newspapers (79%), television (72%), art galleries/museums (70%) and literature (65%).

About four in ten respondents (41%) found film 'inspirational' – similar proportions to those associating the word with classical music (40%) and theatre/dance (39%). Literature, art galleries/museums and the countryside or landscape were seen as 'inspirational' by about half the sample (52%, 52% and 48% respectively).

Only a third (33%) associated the word 'sociable' with film, possibly reflecting the low levels of cinema-going among the sample. The word 'sociable' was associated most commonly by far with eating out (84%) and going to pubs and clubs (76%). Just under half the sample associated the word with taking part in sport (48%), watching sport (46%), theatre/dance (43%) and pop/rock music (42%).

A minority of the sample associated film with the words rewarding (25%), good for people's sense of well being (23%), fashionable (16%), or good for people's self development (15%).

And very few thought that film had a negative effect on people or society (6%) or was boring (5%). Interestingly, religion, video games and television were most commonly seen as having a negative effect on people or society (32%, 31% and 23% respectively).

The detailed responses are listed in the tables below, with the findings in relation to film highlighted in bold and red, to show film's relative position compared with the other entertainment types.

'Entertaining'		'Good at providing escapism'		'Emotional or moving'	
%		%		%	
87	Film	68	Film	60	Film
84	Television	65	Television	51	Literature
73	Pop / rock music	62	Countryside / landscape	51	Classical music
68	Theatre/dance	61	Literature	46	Theatre / dance
60	Watching sport	52	Video/computer games	42	Television
58	Video/computer games	46	Theatre / dance	33	Pop / rock music
57	Restaurants/ eating out	43	Pop / rock music	29	Countryside / landscape
55	Pubs and clubs	36	Pubs and clubs	29	Art galleries / museums
55	Literature	32	Classical music	27	Religion
42	Classical music	32	Taking part in sport	24	Watching sport
36	Art galleries / museums	31	Watching sport	17	News / newspapers
33	News / newspapers	27	Art galleries / museums	7	Taking part in sport
21	Taking part in sport	24	Restaurants/ eating out	6	Video/computer games
18	Countryside / landscape	12	Religion	3	Pubs and clubs
3	Religion	10	News / newspapers	3	Restaurants/eating out

'Relaxing'		'Exciting'		'Thought provoking'	
%		%		%	
82	Countryside / landscape	59	Film	64	Literature
73	Restaurants/eating out	57	Watching sport	62	News / newspapers
72	Television	44	Pop / rock music	59	Art galleries / museums
65	Film	41	Video/computer games	56	Television
63	Classical music	39	Television	54	Film
63	Literature	37	Theatre / dance	47	Religion
55	Pubs and clubs	33	Literature	34	Theatre / dance
42	Theatre / dance	24	Taking part in sport	31	Countryside / landscape
42	Pop / rock music	23	Countryside / landscape	25	Classical music
40	Art galleries / museums	20	Pubs and clubs	17	Pop / rock music
35	Taking part in sport	19	Restaurants/eating out	9	Video/computer games
32	Video/computer games	17	Classical music	7	Watching sport
27	Watching sport	17	Art galleries / museums	4	Taking part in sport
22	News / newspapers	6	News / newspapers	4	Pubs and clubs
8	Religion	4	Religion	4	Restaurants/eating out

'Has artistic value'		'Informative / educational'		'Inspirational'	
%		%		%	
65	Art galleries / museums	79	News / newspapers	52	Literature
63	Theatre / dance	72	Television	52	Art galleries / museums
54	Classical music	70	Art galleries / museums	48	Countryside / landscape
49	Film	65	Literature	41	Film
48	Literature	39	Film	40	Classical music
44	Pop / rock music	32	Countryside / landscape	39	Theatre / dance
29	Television	25	Theatre / dance	32	Television
21	Countryside / landscape	24	Religion	31	Religion
8	Video/computer games	12	Classical music	29	Pop / rock music
6	News / newspapers	10	Video/computer games	24	Watching sport
4	Watching sport	8	Watching sport	18	Taking part in sport
3	Restaurants/eating out	6	Taking part in sport	12	News / newspapers
3	Religion	3	Pubs and clubs	6	Restaurants/eating out
2	Taking part in sport	3	Restaurants/eating out	6	Video/computer games
1	Pubs and clubs	3	Pop / rock music	2	Pubs and clubs

'Sociable'		'Rewarding'		'Good for people's well being'	
%		%		%	
84	Restaurants/eating out	58	Taking part in sport	69	Countryside / landscape
76	Pubs and clubs	48	Countryside / landscape	67	Taking part in sport
48	Taking part in sport	43	Literature	45	Restaurants/eating out
46	Watching sport	35	Art galleries / museums	39	Religion
43	Theatre / dance	28	Theatre / dance	36	Literature
42	Pop / rock music	27	Restaurants/eating out	34	Classical music
33	Film	25	Film	30	Theatre / dance
28	Countryside / landscape	21	Classical music	29	Art galleries / museums
23	Television	21	Television	28	Pop or rock music
22	Religion	21	Watching sport	24	Pubs and clubs
21	Art galleries / museums	21	Religion	23	Film
19	Video/computer games	16	Pop / rock music	20	Television
11	Classical music	16	Video/computer games	20	Watching sport
10	News / newspapers	13	News / newspapers	10	News / newspapers
6	Literature	10	Pubs and clubs	6	Video/computer games

'Fashionable'		'Good for people's self development'		'Has a negative effect on people / society'	
%		%		%	
29	Pop / rock music	59	Taking part in sport	32	Religion
24	Restaurants/eating out	53	Literature	31	Video/computer games
21	Pubs and clubs	47	Art galleries / museums	23	Television
16	Film	43	Countryside / landscape	18	News / newspapers
15	Theatre / dance	31	News / newspapers	16	Pubs and clubs
15	Television	29	Religion	6	Film
15	Video/computer games	26	Television	6	Pop / rock music
14	Taking part in sport	25	Theatre / dance	6	Watching sport
9	Art galleries / museums	20	Classical music	1	Classical music
8	Watching sport	15	Film	1	Theatre / dance
6	News / newspapers	12	Watching sport	1	Literature
5	Literature	12	Restaurants/eating out	1	Taking part in sport
3	Classical music	10	Pop / rock music	1	Countryside / landscape
2	Religion	10	Video/computer games	<0.5	Art galleries / museums
2	Countryside / landscape	9	Pubs and clubs	<0.5	Restaurants/eating out

'Boring'	
%	
23	Watching sport
20	Classical music
20	Religion
17	Video/computer games
17	Art galleries / museums
14	Taking part in sport
14	Television
11	Literature
12	Theatre / dance
10	News / newspapers
8	Pubs and clubs
6	Pop / rock music
5	Film
5	Countryside / landscape
2	Restaurants/eating out

Analysis by gender (B5)

Women were slightly more likely than men to associate the following words and phrases with film – informative / educational (42% compared with 37%), relaxing (67% compared with 63%), good at providing escapism (71% compared with 65%), thought provoking (57% compared with 52%), inspirational (43% compared with 38%), and emotional / moving (65% compared with 55%).

And men were slightly more likely than women to describe film as rewarding.

Analysis by age (B5)

As the following table shows, older respondents were less likely than younger counterparts to describe film as sociable or fashionable, but more likely to describe it as good at providing escapism or having artistic value.

The over 55s were less likely than younger respondents to describe film as exciting. And the 15-24 year olds were less likely than older respondents to describe film as informative or educational.

The middle age groups - the 25-54 year olds - were more likely than younger or older ones to find film thought provoking, inspirational, emotional or moving or good for people’s sense of well being.

Question B5 Words associated with film by Age

(Base: All respondents)

% associating film with the following words and phrases ...	15-24	25-34	35-44	45-54	Over 55
	%	%	%	%	%
Good at providing escapism	56	59	71	75	74
Emotional / moving	53	61	66	64	57
Exciting	62	63	64	60	52
Thought provoking	46	55	63	58	50
Has artistic value	40	48	55	51	49
Inspirational	35	47	49	42	33
Informative / educational	32	41	43	43	37
Sociable	39	38	38	29	25
Good for people’s sense of well being	18	27	27	25	21
Fashionable	18	22	20	10	11
Unweighted base	335	340	409	369	583
Weighted base	357	356	385	371	567

Analysis by ethnic group (B5)

White respondents were more likely than ethnic minority respondents to describe film as good at providing escapism (69% compared with 52%).

Ethnic minority respondents were more likely than their white counterparts to describe film as inspirational (52% compared with 40%), good for people’s self development (24% compared with 15%) and having a negative effect on people or society (11% compared with 6%).

Analysis by region (B5)

There were very few regional differences, although respondents living in Scotland were less likely than those elsewhere in the UK to describe film as relaxing (55% compared with 66%). They were also the most likely (49%), along with London residents (48%), to describe film as inspirational, compared with 39% of respondents living in other parts of the UK.

Analysis by level of film interest (B5)

Level of general interest in film made no difference to the likelihood of describing film as having a negative effect on people or society, but did make a difference in relation to every other word or phrase, as shown by the table below. For almost every listed word or phrase, respondents who were very interested in film were more likely than the un-interested to associate it with film. But the un-interested were more likely to think of film as boring.

*Question B5 Words associated with film by Interest in Film
(Base: All respondents)*

% associating film with the following words and phrases ...	How interested in films		
	Very	Fairly	Not
	%	%	%
Entertaining	93	88	71
Good at providing escapism	75	68	54
Emotional / moving	71	59	39
Exciting	72	59	32
Relaxing	74	66	43
Thought provoking	67	53	32
Has artistic value	58	48	30
Informative / educational	51	37	21
Inspirational	55	37	17
Sociable	43	30	19
Rewarding	35	22	9
Good for people's sense of well being	30	22	12
Fashionable	20	15	9
Good for people's self development	22	15	4
Has a negative effect on people / society	6	7	5
Boring	4	4	10
Unweighted base	738	968	324
Weighted base	743	962	325

Analysis by most commonly watched film type (B5)

Those watching mainly blockbusters, other smaller budget mainstream films or independent films were more likely than those watching mainly foreign language films or animated films to describe films as entertaining or good at providing escapism.

Respondents watching mainly animated films were less likely than those watching mainly other types of film to describe film as emotional or moving, having artistic value, informative or educational or inspirational.

Those watching mainly independent films were more likely than others to associate film with the phrases ‘thought provoking’, ‘has artistic value’ and ‘rewarding’.

Those most commonly watching blockbusters were the most likely to describe film as exciting.

*Question B5 Words associated with film by Preferred Film Type
(Base: All respondents)*

	Most commonly watched film type				
	Block-busters	Smaller budget main-stream films	Indepen-dent films	Foreign lang. films	Ani-mated films
	%	%	%	%	%
Entertaining	91	88	93	80	82
Good at providing escapism	73	73	76	53	63
Emotional / moving	64	64	68	65	52
Exciting	66	59	63	52	54
Thought provoking	58	60	72	59	48
Has artistic value	51	56	71	61	33
Informative / educational	42	42	51	48	33
Inspirational	42	48	56	63	35
Rewarding	25	29	43	32	24
Unweighted base	993	358	111	47	150
Weighted base	993	360	110	47	150

Contribution of art forms, entertainment and other activities to way of life in this country (B6)

About two-thirds of the sample (65%) felt that film makes or has made a very or fairly big contribution to our way of life in this country. Similar proportions responded in this way about literature (66%), pop or rock music (64%) and pubs and clubs (62%). The biggest perceived contributions to way of life were from television (85%) and newspapers (78%), followed by the countryside or landscape (74%) and watching sport (70%).

Question B6 Contribution to way of life in this country

(Base: All respondents)

% thinking the following make or have made a big contribution to our way of life in this country...	%
Television	85
News / newspapers	78
Countryside / landscape	74
Watching sport	70
Literature	66
Film	65
Pop or rock music	64
Pubs and clubs	62
Restaurants / eating out	56
Taking part in sport	52
Religion	50
Art galleries / museums	47
Theatre / dance	43
Video/computer games	42
Classical music	35
Unweighted base	2036
Weighted base	2036

Analysis by gender (B6)

Women were more likely than men to think all of the following make a very or fairly big contribution to the way of life in this country: television, news or newspapers, literature, film, pop or rock music, restaurants and eating out, art galleries and museums, theatre and dance, and video or computer games.

Question B6 Contribution to way of life in this country by Gender

(Base: All respondents)

% thinking the following make or has made a big contribution to our way of life in this country...	Men	Women
	%	%
Television	82	87
News / newspapers	73	83
Literature	64	68
Film	60	69
Pop or rock music	62	67
Restaurants / eating out	49	64
Art galleries / museums	45	50
Theatre / dance	37	49
Video/computer games	40	45
Unweighted base	990	1046
Weighted base	1007	1029

Analysis by age (B6)

As the following table shows, the 25-34 year old age group were the most likely to think that film makes or has made a big contribution to the way of life in this country.

The proportion thinking classical music, literature, art galleries/museums and the countryside have made a big contribution rose with age.

The over 55s were less likely than their younger counterparts to think that pop and rock music and video or computer games have made a big contribution, but they were more likely to think that theatre and dance have done so.

The 15-24 year olds were less likely than the over 25s to think that the news and newspapers or restaurants and eating out had made a big contribution to our way of life.

The 25-44 year olds were the most likely to think religion has made a big contribution, and the 25-34 year olds and 45-54 year olds were the most likely to think that watching sport has done so.

Question B6 Contribution to way of life in this country by Age

(Base: All respondents)

% thinking the following makes or has made a big contribution to our way of life in this country...	15-24	25-34	35-44	45-54	Over 55
	%	%	%	%	%
News / newspapers	70	83	78	79	80
Watching sport	66	74	69	76	68
Countryside / landscape	56	70	73	81	83
Literature	56	62	63	71	73
Film	65	74	64	66	58
Pop or rock music	68	71	67	68	53
Restaurants / eating out	49	62	54	58	57
Religion	48	58	54	47	45
Art galleries / museums	37	48	45	48	54
Theatre / dance	36	43	41	41	49
Video/computer games	51	53	45	44	28
Classical music	23	29	33	33	48
Unweighted base	335	340	409	369	583
Weighted base	357	356	385	371	567

Analysis by ethnic group (B6)

White respondents were more likely than ethnic minority respondents to think that literature and the countryside have made a big contribution to the way of life in this country (67% and 75% respectively compared with 56% and 52%).

Ethnic minority respondents were more likely than their white counterparts to think that religion, video and computer games and taking part in sport have made a big contribution (62%, 60% and 62% respectively, compared with 49%, 41% and 52%).

Analysis by region (B6)

London residents were more likely than respondents from elsewhere in the UK (except Wales) to think classical music has made a big contribution to this country's way of life (45% compared with 41% in Wales and 33% elsewhere in the UK). There was a similar pattern in relation to theatre and dance (54% compared with 50% in Wales and 41% in the rest of the UK).

Residents of London, Wales and Scotland were more likely than others to think that art galleries and museums had played an important part (57% in London and Wales, 55% in Scotland and 44% in other parts of the UK).

Taking part in sport was seen as having made a big contribution by those living in Northern Ireland (71% compared with 52% elsewhere in the UK).

London residents were less likely than others to think that the countryside and landscape has made a big contribution to the way of life in this country (67% compared with 75% elsewhere in UK).

Analysis by level of film interest (B6)

Perhaps unsurprisingly, respondents who were very interested in film generally were more likely than others to think that film has made a big contribution to this country (81% of the very interested, compared with 63% of the fairly interested, and 35% of the un-interested).

There was a similar pattern for news and newspapers, watching sport, literature, pop and rock music, pubs and clubs, restaurants and eating out, taking part in sport, art galleries and museums and theatre and dance; and a less pronounced pattern for television and the countryside.

*Question B6 Contribution to way of life in this country by Interest in Film
(Base: All respondents)*

% thinking the following makes or has made a big contribution to our way of life in this country...	How interested in films		
	Very	Fairly	Not
	%	%	%
Television	89	86	73
News / newspapers	83	78	67
Watching sport	79	68	60
Countryside / landscape	77	74	67
Literature	72	66	55
Film	81	63	35
Pop or rock music	75	62	47
Pubs and clubs	69	61	53
Restaurants / eating out	64	55	43
Taking part in sport	59	53	37
Art galleries / museums	55	46	35
Theatre / dance	49	42	30
Video/computer games	53	40	27
Unweighted base	738	968	324
Weighted base	743	962	325

Analysis by most commonly watched film type (B6)

Most commonly watched film type made no difference to the proportion that thought film has made a big contribution to the way of life in this country. The differences in relation to other forms of arts and entertainment were also not very marked.

Favourite film genres (C1)

Respondents were asked to select their favourite genres of film. The most commonly selected genres were comedy (69%), suspense/thriller (59%), drama (59%) and action / adventure (59%).

Sci-fi, documentaries, romantic comedies, classic films and family films were selected by about four in ten respondents (41%, 41%, 40%, 40% and 39% respectively).

About a third selected fantasy (35%), animation (32%) and romance (30%). About one in four selected musicals (28%) and horror (27%).

Smaller proportions selected comic book movies (17%), foreign language films (14%) or 'art house / films with particular artistic value' (14%).

Analysis by gender (C1)

As the following table shows, men were more likely than women to select the following genres as their favourites: comedy, suspense/thriller, action/adventure, sci-fi, documentary, fantasy, horror and comic book. And women were more likely than men to select drama, romantic comedy, family, romance and musicals.

*Question C1 Favourite film genres by Gender
(Base: All watching films)*

	Men	Women
	%	%
Comedy	72	67
Suspense/thriller	62	55
Drama	51	66
Action/adventure	70	48
Sci-fi	54	28
Documentary	44	38
Romantic comedy	22	57
Family	28	50
Fantasy	39	32
Romance	10	50
Musical	17	38
Horror	33	22
Comic book	22	12
Unweighted base	976	1038
Weighted base	993	1022

Analysis by age (C1)

As the following table shows, younger respondents were more likely than older respondents to select comedy, horror, animation and comic book as their favourite genres.

Older respondents were more likely than younger respondents to select dramas, documentaries and classic films as their favourite genres.

The over 55s were more likely than the other age groups to select musicals as a favourite genre

The 25-54 year olds were more likely than the 15-24s or over 55s to select sci-fi as a favourite genre.

The 35-44 year olds were the most likely to select family films, and the 25-44 year olds were the most likely to select fantasy or foreign language.

Question C1 Favourite film genres by Age

(Base: All watching films)

	15-24	25-34	35-44	45-54	Over 55
	%	%	%	%	%
Comedy	78	77	72	66	58
Drama	44	52	59	64	68
Sci-fi	37	49	47	47	31
Documentary	25	38	40	43	52
Classic films	18	26	43	46	56
Family films	33	38	47	42	36
Fantasy	36	45	40	35	25
Animation	36	39	39	29	21
Musicals	20	21	24	26	40
Horror	38	36	29	27	14
Comic book	22	26	22	13	7
Foreign language	13	19	19	11	11
Unweighted base	331	339	406	364	574
Weighted base	353	355	380	366	558

Analysis by ethnic origin (C1)

Ethnic minority respondents were more likely than white respondents to select romantic comedy, romance, animation, comic book and foreign language as favourite genres (54%, 45%, 48%, 25% and 21% respectively compared with 39%, 29%, 31%, 16% and 14%).

White respondents were more likely than ethnic minority respondents to identify classic films as a favourite genre (40% compared with 31%).

Analysis by region (C1)

London residents were more likely than respondents elsewhere in the UK to select foreign language and art house films as favourite genres (23% and 21% respectively, compared with 13% and 12%).

Analysis by level of film interest (C1)

Respondents who were very interested in film tended to select more favourite genres than other respondents, and this is partly why they were more likely to select so many of the listed genres than others as the following table shows.

The pattern is less marked in relation to classic and family films, and level of general interest in film made no difference to the likelihood of selecting documentaries and musicals.

Question C1 Favourite film genres by Interest in Film (Base: Respondents who watch films)

	How interested in films		
	Very	Fairly	Not
	%	%	%
Comedy	76	69	54
Drama	66	58	44
Action/adventure	71	58	32
Suspense/thriller	70	57	34
Sci-fi	53	37	24
Romantic comedy	45	40	28
Classic films	44	40	29
Family films	44	40	26
Fantasy	47	32	17
Animation	43	28	17
Romance	35	29	21
Horror	38	24	11
Comic book	26	14	4
Foreign language	22	11	5
Art house	22	10	4
Unweighted base	738	966	306
Weighted base	743	960	308

Cinema preference (C2)

On the whole, most cinema-going respondents generally go to large multiplex cinemas (65%). 14% tend to go to high street or local cinemas, and 5% to smaller cinemas that show independent or 'art house' films. A further 14% go to a variety of cinema types.

Analysis by demographics (C2)

Women were slightly more likely than men to go to high street or local cinemas (17% compared with 12%).

Younger respondents were more likely than older ones to go to large multiplex cinemas (71% of under 35s, compared with 64% of 35-54 year olds and 55% of over 55s). The older age groups were more likely to say that they had no particular cinema preference and visited a variety of cinema types (22% of over 55s, compared with 14% of 35-54 year olds and 8% of under 35s).

White respondents were slightly more likely than ethnic minority respondents to go to high street or local cinemas (15% compared with 7%).

Analysis by region and location (C2)

London residents were the least likely to go to multiplexes (52%), compared with 75% of those living in North/North West/Yorkshire and Humberside and 64% of respondents elsewhere in the UK. London residents were the most likely to go to smaller cinemas that show independent or 'art house' films (10% compared with 4% in the rest of the UK).

Those living in urban locations were slightly more likely than those in rural locations to prefer multiplexes (66% compared with 60%), and less likely to generally go to high street or local cinemas (12% compared with 21%).

Those living in cities were more likely than those in suburbs, towns or rural locations to go to small cinemas specialising in independent or art house films (10% compared with 3%).

Analysis by family status (C2)

Respondents living with children under 15 were more likely to say that they most commonly visit multiplexes (73% compared with 62%).

Respondents who were not living with children under 15 were more likely than those that were to say that their usual cinema trip was to a small specialist cinema (5% compared with 2%) and were more likely to say that they visit a variety of different cinemas (16% compared with 7%).

Analysis by level of film interest (C2)

Those who were very or fairly interested in film were more likely than others to visit multiplexes most often (67% compared with 50%), whereas those who were uninterested in film were more likely to say they didn't have a particular type of cinema that they visited most often (23% compared with 12%).

Analysis by most commonly watched film type (C2)

Not surprisingly, those most commonly watching blockbusters and animations were more likely than others to mostly frequent multiplex cinemas (76% and 68% respectively, compared with 56% of those mainly watching other mainstream films, 41% of those watching mainly independent films and 36% of those watching mainly foreign language films).

Respondents watching mainly independent or foreign language films were more likely than others to mostly frequent small specialist cinemas (27% and 22% respectively, compared with 3% of those watching mainly other film types).

Most commonly watched film type (blockbusters, animated films, independent films etc) – C4⁶

By far the most commonly viewed film type (on any medium) was identified as blockbuster films (49%), followed by other mainstream films made without big budget special effects, but with famous cast members (18%). Very few respondents identified animated films (7%), independent films (5%), or foreign language films (2%) as the type that they watched most often.

⁶ Analysis of C3 follows C4 in this report

Analysis by gender (C4)

Men were more likely than women to identify blockbusters as the type of film they watched most often (53% compared with 46%), and women were more likely than men to identify lower budget mainstream films (20% compared with 16%).

Analysis by age (C4)

The over 55s were less likely than other age groups to most often watch blockbusters or animated films (39% and 3% respectively compared with 53% and 9% of 15-54 year olds), and they were more likely than others to identify smaller budget mainstream films as their main viewing type (23% compared with 16%).

Analysis by ethnic group (C4)

Ethnic minority respondents were slightly more likely than white respondents to identify animated films and foreign language films as the types they watched most often (13% and 5% respectively, compared with 7% and 2%).

Analysis by region (C4)

London and Scotland residents were the most likely to identify independent films as a most commonly watched film type (9% and 11% compared with 4% elsewhere in the UK), and London residents were the most likely to say that they most commonly watched foreign language films (5% compared with 2% elsewhere in the UK).

Analysis by family status (C4)

Respondents living with children aged 6-9 were more likely than others to watch mainly animated films (28% compared with 21% of those with children under 6, 14% of those with children aged 10-14, and only 4% of those without young children).

Analysis by household income (C4)

Respondents from households with an annual income of more than £30,000 were more likely than those from households with smaller incomes to say that they most commonly watched blockbusters (55% compared with 46%).

Respondents from households with an annual income for more than £60,000 were more likely than all other income brackets to say that they watched mainly independent films (13% compared with 5% of those with incomes of less than £60,000).

Analysis by educational qualifications attained (C4)

Respondents with A level or degree level qualifications were more likely than others to say that they most commonly watched smaller budget mainstream films (21% compared with 13%).

Those with degree level qualifications were more likely than others to say that they watched mainly independent films (9% compared with 4% of those with A levels or equivalent, 3% of those with GCSEs or equivalent and 1% of those with no qualifications) or foreign language films (4% compared with 2% of those with A levels or equivalent and 1% of others).

Analysis by level of film interest (C4)

Almost four in ten respondents (38%) who were not generally interested in film were unable to answer the question about most commonly watched film type. Among those respondents who felt able to answer this question, those with an interest in film were considerably more likely to identify blockbusters as their most commonly watched film type (58% compared with 37% of the uninterested).

Most commonly watched film type by medium (C3)

Respondents were asked which of the above five types of film they had watched on various media in the last 12 months. As the following table shows, although blockbusters were the most commonly watched film type across all media, cinema film-watching tends to be more dominated by blockbusters than other media. A wider range of film types are viewed on other media. (The base for the table excludes those who had not watched one of these five types of film during that time).

Question C3 Most commonly watched film type by Medium

(Base: Respondents who watched one of the five listed film types in the last 12 months on each medium)

% watching film types in last 12 months	Cinema	Television	DVD / Blu-ray	Internet	Mobile device	Plane
	%	%	%	%	%	%
Blockbuster films	80	61	67	49	42	62
Other mainstream films	41	61	48	42	28	27
Independent films	17	44	30	41	21	16
Foreign language films	14	34	30	31	13	15
Animated films	37	62	53	38	34	31
Unweighted base	1395	1687	1261	438	160	529
Weighted base	1401	1686	1266	446	164	529

Cinema-goers were more likely to have seen blockbusters in the last 12 months than users of other media, and were less likely than those watching films on television, DVD or the internet to have watched independent films or foreign language films.

Those watching films on television were the most likely to have seen smaller budget mainstream films in the last 12 months.

Those watching films on television or the internet were the most likely to have watched independent films in the last year.

Respondents watching films on television, DVD or the internet were the most likely to have watched foreign language films.

And television and DVD were the most common media on which to view animated films.

Analysis by gender (C3)

Among cinema goers, men were slightly more likely than women to have seen independent films in the last 12 months (20% compared with 15%), and women were more likely to have seen animated films (41% compared with 32%).

There was no difference between men and women in the types of film they watched on television, mobile devices or the internet.

Among those watching films on DVD or Blu-ray, men were slightly more likely than women to have watched blockbusters in the last 12 months (69% compared with 65%), and slightly less likely to have watched animated films (49% compared with 57%).

And among those watching films on a plane, men were slightly more likely than women to have watched blockbusters (69% compared with 57%) and slightly less likely to have watched animated films (28% compared with 34%).

Analysis by age (C3)

Among cinema-goers, the proportion watching animated films in the last 12 months decreased with age from 43% of 15-44 year olds to 35% of 45-54 year olds and 20% of over 55s.

Among those watching film on television, the over 55s were less likely than other age groups to have watched blockbusters or animated films in the last year (54% and 56% respectively, compared with 63% and 64% of 15-54 year olds). The 45-54 year olds were the most likely to have watched smaller budget mainstream films (70% compared with 52% of 15-24 year olds and 60% of other age groups). The middle age groups (25-54 year olds) were more likely than the youngest and oldest age groups to have watched independent films in the last year (48% compared with 36% of 15-24 year olds and 40% of over 55s). And the 15-24 year olds were less likely than other age groups to have watched foreign language films (25% compared with 36% of over 25s).

Among those watching films on DVD or Blu-Ray, the over 55s were less likely than other age groups to have watched blockbusters or independent films in the last year (60% and 18% respectively, compared with 69% and 33% of 15-54 year olds). The 25-44 year olds were slightly more likely than other age groups to have watched foreign language films or animated films (36% and 60% respectively, compared with 26% and 48% of other age groups).

Sub-group size was too small to allow detailed analysis by age on other media.

Analysis by ethnic group (C3)

Among cinema-goers, ethnic minority respondents were slightly more likely than white respondents to have seen animated films in the last year (44% compared with 36%).

Among those watching films on television, white respondents were more likely than ethnic minority respondents to have seen blockbusters (62% compared with 51%), and less likely to have seen foreign language films (33% compared with 48%).

Analysis by region (C3)

Among cinema-goers, London residents were less likely to have watched blockbusters in the past 12 months (69% compared with 82% elsewhere in the UK) and more likely to have watched independent films (24% compared with 16%) and foreign language films (23% compared with 11%).

Among cinema-goers, those in urban locations were more likely than those in rural locations to have watched independent films (20% compared with 10%) and foreign language films (15% compared with 8%).

What prompts decisions to watch films (C5)

When deciding whether or not to watch a film, on whatever media, the most commonly identified aspect of a film that was important in the decision was the story. Other important aspects across all media were the genre and the actors.

For cinema-goers, the desire to see the film as soon as possible, the fact that it's a new release, and the spectacular visual and audio experience were also key factors in the decision.

Not surprisingly, watching with friends and family was considered important when watching films at the cinema, television and on DVD, but less so when downloading films from the internet, or watching on mobile devices or on planes.

Ease of availability or convenience was more important in the decisions about watching particular films on television, on DVD or Blu-ray and downloading films than it was in relation to cinema-going.

Reviews in the media were more commonly identified as important parts of the decision for film watching at the cinema, on DVD and television, than for downloading, mobile devices or planes.

To give some further indication of the ranking of film elements in the decision-making process, the most commonly identified aspects of a film are described below for each medium. (Don't know and 'none of these' responses have been excluded⁷).

At the cinema

When deciding whether or not to watch a film at the cinema, the most important aspects of a film were identified as the story (56%), personal recommendation (51%), the fact that it's a new release (49%), the genre (49%), the desire to see it as soon as possible (48%), the spectacular visual and audio experience (47%), the actors (46%) and reviews in the media (44%).

On DVD or Blu-Ray

When deciding whether or not to watch a film on DVD or Blu-ray, the decision process was slightly different, although the story was still the most commonly identified aspect (56%). The next most important elements in the decision were genre (51%), personal recommendation (47%), watching with friends or family (42%) and the actors (41%).

On television

When deciding whether or not to watch a film on television, the most important aspects of a film were identified as the story (62%), the genre (53%), watching with friends or family (47%), the actors (45%), ease of availability/convenience (41%) and personal recommendations (39%).

On internet

When downloading or streaming a film from the internet, the most important aspects of a film were identified as the story (39%), ease of availability/convenience (34%), genre (34%), cost (31%), the actors (29%) and personal recommendation (27%).

⁷ N.B. Particularly high proportion of 'None of these' responses for questions on downloading, mobile devices and planes. May be related to lower frequency of use of media, and therefore less familiar decision-making processes.

On mobile device

When deciding whether or not to watch a film on a mobile device, the most important aspects were identified as the story (25%), genre (20%), ease of availability/convenience (20%) and the actors (17%).

On a plane

For watching films on a plane, the most important aspects were the story (34%), genre (32%), ease of availability (26%), actors (24%) and personal recommendations (17%).

Watching films at the cinema: Analysis by gender (C5)

Women were more likely than men to list multiple factors as playing a part in their decision to watch a film at the cinema, which in part will account for the fact that they were slightly more likely than men to mention many of the factors listed as playing an important part in their decision – the story, personal recommendations, the fact that it’s a new release, the desire to see it as soon as possible, reviews in the media, the cost, the certificate, the music and the origin/nationality of the film.

Question C5 What prompts decision to watch film at the cinema by Gender

(Base: Respondents who watch films at the cinema – excluding those giving “Don’t Know” or “None of these” responses)

% mentioning these aspects as important in the decision to watch a film at the cinema	Men	Women
	%	%
The story	53	58
Recommendations by friends and family	47	53
It’s new / the latest film release	45	53
Want to see it as soon as possible	44	52
Reviews in the media	41	47
Cost	28	35
Certificate of the film	23	32
Music in the film	15	24
Origin or nationality of the film	12	18
Unweighted base	687	796
Weighted base	707	778

Watching films at the cinema: Analysis by age (C5)

As the following table shows, on the whole, the fact that a film is a new release, that it’s to be watched with friends or family and the cost of the ticket were all more likely to be mentioned by younger respondents, particularly the 15-24 year olds, than older ones.

45-54 year olds were more likely than other age groups to mention personal recommendations and the certificate of a film as playing important parts in their decision to watch a film at the cinema.

Over 55s were less likely than the younger age groups to mention word of mouth on the internet as an important motivating factor.

Question C5 What prompts decision to watch film at the cinema by Age

(Base: Respondents who watch films at the cinema – excluding those giving “Don’t Know” or “None of these” responses)

% mentioning these aspects as important in the decision to watch a film at the cinema	15-24	25-34	35-44	45-54	Over 55
	%	%	%	%	%
It’s new / the latest film release	57	48	45	49	47
Recommendations by friends and family	51	48	50	57	48
Watching with friends or family	49	39	41	35	31
Cost	39	33	30	32	26
Word of mouth on internet	34	33	29	33	20
Certificate of the film	29	23	30	35	23
Unweighted base	269	285	307	271	351
Weighted base	287	297	288	273	341

Watching films at the cinema: Analysis by ethnic group (C5)

Ethnic minority cinema-goers were more likely than white cinema-goers to say that the following aspects were important to their decision about whether or not to watch a particular film: the fact that it was a new release (66% compared with 48%), the fact that they were watching it with friends or family (50% compared with 38%), the cost (42% compared with 31%), the music (30% compared with 19%) and the fact that it was easily available or convenient (29% compared with 18%).

There were no significant differences by region.

Watching films at the cinema: Analysis by level of film interest (C5)

As the following table shows, respondents who were very interested in film generally were more likely than those who were not very interested to identify most of the listed aspects as important in their decision to watch a particular film at the cinema.

The pattern was particularly marked in relation to the genre, the fact it’s a new release, the actors and the director.

The proportion citing origin of the film, length of the film, and the fact that others decide what film is to be watched didn’t vary by level of interest in film.

*Question C5 What prompts decision to watch film at the cinema by Interest in Film
(Base: Respondents who watch films at the cinema – excluding those giving “Don’t Know” or “None of these” responses)*

% mentioning these aspects as important in the decision to watch a film at the cinema	How interested in films		
	Very	Fairly	Not
	%	%	%
Story	60	53	50
It’s a new release	57	47	27
Genre	55	46	34
Actors	55	42	30
Want to see it as soon as possible	54	47	27
Recommendation by friends and family	53	50	44
Reviews in the media	49	44	27
Word of mouth online	34	28	15
Director	34	23	10
Cost	33	32	24
Certificate	31	27	16
Music	22	19	15
Easily available / convenient	20	19	13
Unweighted base	616	705	162
Weighted base	621	701	163

Watching films at the cinema: Analysis by most commonly watched film type (C5)

Respondents most commonly watching blockbusters or other mainstream films were more likely than others to cite the desire to see it as soon as possible as an important motivating factor to see a film at the cinema (52% compared with 39% of those watching mainly other film types).

Respondents watching mainly animated films were more likely than others to say that the certificate was an important factor, and that it was others choosing the film (37% and 40% respectively compared with 27% and 28% of respondents watching mainly other film types). Both these findings suggest that a significant proportion of the animated film group is involved in family trips to the cinema with young children.

Respondents watching mainly blockbusters or animated films were the least likely to say that the director of the film was important (25% and 24% respectively, compared with 33% of those watching mainly other film types).

Those watching mainly independent films were more likely than others to say that reviews in the media played an important part in the decision to watch a film at the cinema (58% compared with 47% of those watching mainly blockbusters and other mainstream films, and 35% of those watching mainly foreign language or animated films).

Those watching mainly foreign language films were more likely than others to say that the origin or nationality of the film was important (46% compared with 14%).

Watching films on DVD or Blu-ray: Analysis by gender (C5)

In relation to watching films on DVD or Blu-ray, women were more likely than men to say that important aspects in their decision to watch a film were the story (59% compared with 54%), watching with friends or family (46% compared with 36%) and the fact that somebody else decides what to watch (31% compared with 23%).

Watching films on DVD or Blu-ray: Analysis by age (C5)

The over 55s were less likely than younger age groups to cite word of mouth online as an important element in their decision to watch a particular DVD (14% compared with 24%). They were also less likely to say that watching it with friends and family played a part (32% compared with 43%). The 35-44 year olds were more likely than others to cite the origin and certificate of the film as important parts of the decision to watch the film on DVD (21% and 25% respectively, compared with 13% and 15% of other age groups).

The 25-44 year olds were more likely than others to cite the director and reviews in the media as important motivating factors (26% and 36% respectively, compared with 17% and 28% of other age groups). The 15-24 year olds were more likely than older respondents to say that their decision to watch a particular DVD was motivated by the fact that it was a film they had studied (21% compared with 12% of over 25s).

Watching films on DVD or Blu-ray: Analysis by ethnic group (C5)

As the following table shows, ethnic minority respondents were more likely than white respondents to cite the following aspects of a film as important in their decision to watch the film on DVD: the actors, the music, reviews in the media, personal recommendations from friends and family, word of mouth online, the origin of the film, the desire to see it as soon as possible, the ease of availability, the cost, the story, the fact it was to be watched with friends or family and the fact that others were making the decision about what to watch.

Question C5 What prompts decision to watch film on DVD/Blu-Ray by Ethnic Group

(Base: Respondents who watch films on DVD / Blu-ray – excluding those giving “Don’t Know” or “None of these” responses)

% mentioning these aspects as important in the decision to watch a film on DVD or Blu-ray	White	Ethnic minority
	%	%
Story	56	62
Personal recommendation	46	56
Actors	41	53
Watching with friends or family	41	48
Easily available / convenient	32	42
Reviews in the media	31	40
Cost	30	39
Word of mouth online	21	37
Others decide what to watch	26	34
Music	18	25
Want to see it as soon as possible	15	23
Origin / nationality	15	21
Unweighted base	1200	89
Weighted base	1197	92

There were no significant differences by region.

Watching films on DVD or Blu-ray: Analysis by level of film interest (C5)

As the following table shows, respondents who were generally very interested in film were more likely than those who were not very interested to cite most of the listed elements as important parts in their decision to watch a particular film on DVD. The pattern was particularly marked in relation to the genre, the actors and reviews in the media.

Level of film interest made no difference to the proportion citing the origin, certificate, cost or length of the film as motivating factors.

Question C5 What prompts decision to watch film on DVD / Blu-ray by Interest in Film

(Base: Respondents who watch films on DVD/Blu-ray – excluding those giving “Don’t Know” or “None of these” responses)

% mentioning these aspects as important in the decision to watch a film on DVD or Blu-ray	How interested in films		
	Very	Fairly	Not
	%	%	%
Story	62	52	52
Genre	57	49	39
Recommendation by friends and family	50	45	40
Actors	48	38	27
Watching with friends and family	47	38	33
Reviews in the media	39	27	19
Easily available / convenient	36	32	22
Others decide what to watch	30	25	24
Director	28	17	13
Spectacular visual and audio experience	28	17	17
Word of mouth online	25	20	14
It’s a new release	21	15	15
Music	21	17	15
Want to see it as soon as possible	19	13	11
Film I studied	17	12	11
Unweighted base	566	621	121
Weighted base	571	615	122

Watching films on DVD or Blu-ray: Analysis by most commonly watched film type (C5)

Respondents watching mainly animated films were less likely than others to cite genre (41%), actors (28%), reviews in the media (16%) or word of mouth online (19%) as important factors in their decision to watch a particular film on DVD (compared with 53%, 43%, 28% and 34% respectively of respondents watching mainly other film types). And they were more likely to cite the fact that others decide what to watch (35% compared with 27% of those watching mainly other film types).

Respondents watching mainly independent films were more likely than others to cite the story (67%) and reviews in the media (45%) as important motivating factors, compared with 57% and 33% respectively of those watching mainly blockbusters, other mainstream films and foreign language films and 47% and 16% respectively of those watching animated films.

The spectacular visual and audio experience and the fact that it's a new release were more likely to be important motivating factors for those watching mainly blockbusters than for others (26% and 21% respectively, compared with 17% and 13% of those watching mainly other film types).

The origin or nationality of the film was most likely to be cited by those watching mainly foreign language films (58% compared with 33% of those watching mainly independent films and 13% of those watching mainly blockbusters, other mainstream and animated films).

The director was more important to those watching mainly independent or foreign language films (38% and 36% respectively, compared with 21% of those watching mainly blockbusters or other mainstream films and 10% of those watching mainly animated films).

Watching films on television: Analysis by gender (C5)

In relation to watching films on television, women were more likely than men to say that important aspects in their decision were watching with friends or family (51% compared with 43%), the ease of availability (45% compared with 37%) and the fact that it's a film they have studied (18% compared with 13%).

Watching films on television: Analysis by age (C5)

As the following table shows, the proportion citing the story as an important factor in the decision to watch a film on television increased with age. And the genre, actors and reviews in the media were more likely to be mentioned by over 35s than 15-34 year olds.

Personal recommendations by friends and family played a slightly more important part for the middle age groups (25-54) than the younger and older ones.

Genre and watching with friends and family were more likely to be cited as motivating factors for watching films on television by the 45-54 year olds than for other age groups.

Question C5 What prompts decision to watch film on television by Age

(Base: Respondents who watch films on television – excluding those giving "Don't Know" or "None of these" responses)

% mentioning these aspects as important in the decision to watch a film on television	15-24	25-34	35-44	45-54	Over 55s
	%	%	%	%	%
Genre	45	45	54	63	56
Actors	39	40	48	50	47
Reviews in the media	25	27	35	37	40
Recommendation by friends or family	33	41	41	44	36
Story	54	55	59	66	70
Watching with friends and family	47	46	47	54	42
Unweighted base	259	286	327	297	466
Weighted base	276	298	308	299	451

Watching films on television: Analysis by ethnic group (C5)

Ethnic minority respondents were more likely than white respondents to cite word of mouth online (28% compared with 20%), the origin of a film (30% compared with 19%), the cost (34% compared with 27%) and the fact that they'd studied a film (27% compared with 15%) as motivating factors behind their decision to watch a film on television.

There were no significant differences by region.

Watching films on television: Analysis by level of film interest (C5)

Respondents who were very or fairly interested in film were more likely than those who were not interested in film to cite the following as important to their decision to watch a particular film on television: genre (54% compared with 45%), the actors (47% compared with 36%), the director (22% compared with 14%), the certificate (18% compared with 12%), the ease of availability or convenience (43% compared with 32%), watching with friends or family (48% compared with 36%) and the fact that they'd studied the film (16% compared with 10%).

Watching films on television: Analysis by most commonly watched film type (C5)

Respondents watching mainly animated films were less likely than others to cite the actors (30%), the director (14%), reviews in the media (22%) or the story (51%) as important factors in their decision to watch a particular film on the television – compared with 48%, 22%, 35% and 62% respectively of respondents watching mainly other film types.

Those watching mainly animated films were more likely than others to cite the certificate as important (26% compared with 16%).

Those watching mainly foreign language films were more likely than others to say their decision to watch a film on television was affected by the origin of the film, and the cost (44% for both, compared with 20% and 27% respectively of those watching mainly other film types).

Film consumption 'extras' (C6)

Six in ten respondents (61%) had bought a music soundtrack CD (or download) after watching a film, and about one in four (23%) had bought other film merchandise, such as T-shirts, posters or collectors' cards.

Six in ten (60%) had bought the DVD and a third had rented the DVD (35%) after watching the film at the cinema, and eight in ten (81%) had watched a film again on the television after seeing it at the cinema.

One in four (24%) had made a special trip to visit a particular location that featured in a film, and one in five (19%) had joined a fan club or social network group, or contributed to a fan website for a particular film, film director or film actor.

Almost one in ten (8%) had been a member of a film club or film society, just over one in ten (13%) had studied film at school, college, university or evening class, and a small proportion (4%) had worked in a cinema, or in the film or television industry.

Analysis by gender (C6)

Women were more likely than men to have bought a music soundtrack (66% compared with 57%) or joined a fan club or social network group or contributed to a fan website (21% compared with 16%).

Analysis by age (C6)

As the following table shows, 25-44 year olds were the most likely age group to have bought a music soundtrack after watching a film at the cinema.

Respondents under 45 were more likely than older respondents to have bought other film merchandise, or bought or rented the DVD of a film after watching it at the cinema.

The over 55s were less likely than all other age groups to have watched a film on TV after seeing at the cinema.

The proportion that had joined fan clubs or social networks or contributed to fan websites, or that had studied film at school, college or university decreased with age.

Question C6 Consumption of film 'extras' by Age

(Base: Respondents who watch films)

	15-24	25-34	35-44	45-54	Over 55
	%	%	%	%	%
Bought soundtrack after watching film at cinema	54	79	74	60	48
Bought other film merchandise	30	32	32	19	10
Bought the DVD after watching film at cinema	74	77	70	57	34
Rented the DVD after watching film at cinema	43	47	42	35	16
Watched film on TV after seeing it at cinema	87	89	89	85	66
Joined fan club, social network group etc	36	31	20	9	6
Studied film at school, college or university	30	21	12	4	5
Unweighted base	331	339	406	364	574
Weighted base	353	355	382	366	558

Analysis by ethnic group (C6)

Ethnic minority respondents were more likely than their white counterparts to have bought film merchandise such as T-shirts, posters and collectors' cards, to have bought or rented the DVD of a film after watching it at the cinema, to have joined a fan club, social network group or fan website, to have been a member of a film club or society, to have studied film at school, college or university or to have worked in a cinema or the film or television industry.

*Question C6 Consumption of film 'extras' by Ethnic Group
(Base: Respondents who watch films)*

	White	Ethnic minority
	%	%
Bought other film merchandise	23	31
Bought the DVD after watching film at cinema	59	71
Rented the DVD after watching film at cinema	33	53
Joined fan club, social network group etc	18	38
Been member of film club or society	7	15
Studied film at school, college or university	13	26
Worked in a cinema or film or television industry	4	10
Unweighted base	1859	118
Weighted base	1856	121

Analysis by region (C6)

There were very few regional differences. Residents of Wales were less likely than other UK residents to have made a special trip to visit a location featured in a film (14% compared with 25%). And London residents were more likely than others to have been a member of a film club or society (13% compared with 7% elsewhere in the UK), or to have worked in a cinema or in the film or television industry (8% compared with 4%).

Analysis by level of film interest (C6)

Unsurprisingly, respondents who were very interested in film generally were more likely than others to have bought film merchandise, watched films again in different formats, visited locations, joined film-related clubs or groups, studied film or worked in film-related jobs.

*Question C6 Consumption of film 'extras' by Interest in Film
(Base: Respondents who watch films)*

	How interested in films		
	Very	Fairly	Not
	%	%	%
Bought soundtrack after watching film at cinema	73	59	43
Bought other film merchandise	33	21	7
Bought the DVD after watching film at cinema	77	56	31
Rented the DVD after watching film at cinema	51	30	11
Watched film on television after seeing it at cinema	92	81	60
Joined fan club, social network group etc	29	15	7
Made special trip to location featured in film	30	23	16
Been member of film club or society	11	6	3
Studied film at school, college or university	20	11	4
Worked in a cinema or film or television industry	6	4	2
Unweighted base	738	966	306
Weighted base	743	960	308

Analysis by most commonly watched film type (C6)

Those watching mainly independent or foreign language films were more likely than others to have joined fan clubs or social network groups or contributed to fan websites (29% and 32% respectively, compared with 19% of those mainly watching blockbusters, other mainstream films or animations).

Those watching mainly blockbusters or animated films were the least likely to have been members of film clubs or societies (6% compared with 12% of those mainly watching other mainstream films, 15% of those mainly watching independent films and 23% of those mainly watching foreign language films).

Consumption of film reviews and involvement in discussions about film (C7)

Just over eight in ten respondents (83%) sometimes read film reviews or articles in newspapers or magazines. Just over one in four (27%) do so at least once a week and just over half (53%) do so at least monthly.

Three-quarters (74%) sometimes read film reviews or articles online – 16% do so at least once a week and about four in ten (42%) do so at least monthly.

Just over three-quarters (78%) sometimes listen to or watch film reviews or film programmes on the radio or television – 18% do so at least once a week, and just over four in ten (43%) do so at least once a month.

Almost all those surveyed (91%) sometimes chat about films they've seen with friends and family – just over a quarter (28%) do so at least once a week, and almost two thirds (64%) do so at least once a month.

A third of respondents (33%) sometimes get involved in discussions about films via online blogs, forums or social networks – a small proportion (8%) do so at least once a week, and 15% do so at least once a month.

Analysis by gender (C7)

Men were slightly more likely than women to be frequent readers of film reviews or articles online – 45% did so at least once a month, compared with 39% of women. Men were also more likely to get involved in discussions about films via online blogs or forums (17% did so at least monthly, compared with 13% of women).

Women were more likely than men to chat to friends and family about films they've seen (67% did so at least once a month, compared with 61% of men).

Analysis by age (C7)

The 25-44 year olds were the age group most likely to regularly read film reviews or articles in newspapers and magazines (58% did so at least once a month, compared with 50% of younger and older respondents). 15-24 year olds were the least frequent readers of printed film reviews (18% read reviews in newspapers or magazines at least once a week, compared with 29% of over 25s).

The 25-34 year olds were the group most likely to regularly read film reviews and articles online (61% did so at least once a month, compared with 49% of 15-24 year olds). The proportion then dropped with age to 47% of 35-44 year olds, 36% of 45-54 year olds and 27% of over 55s).

The 25-34 year olds were also most likely to listen to or watch film reviews or programmes on radio or television (55%, compared with 44% of 15-24 year olds, 45% of 35-54 year olds and only 31% of over 55s).

The proportions regularly (at least once a month) chatting to friends or family about films they had seen dropped with age, from 77% of under 35s to 70% of 35-44 year olds, 62% of 45-54 year olds and 44% of over 55s.

There was a similar drop off with age in the proportion getting involved in online discussions about films at least once a month from 26% of under 35s to 15% of 35-44 year olds, 11% of 45-54 year olds and 4% of over 55s.

Analysis by ethnic group (C7)

Ethnic minority respondents were more frequent consumers of film reviews, articles and programmes than their white counterparts. 68% read printed reviews at least once a month, 60% read online reviews and articles at least monthly, and 57% listened to or watched film reviews or programmes on radio or television, compared with 52%, 41% and 42% respectively of white respondents.

They were also more likely to chat about films with friends or family at least once a month (78% compared with 63% of white respondents), and get involved in online discussions about film (37% at least monthly compared with 14%).

Analysis by region (C7)

London residents were frequent consumers of printed reviews and articles on film than others (61% read such material at least once a month, compared with 52% elsewhere in the UK).

Respondents in London and Northern Ireland were the most likely to listen to or watch film programmes or reviews on the radio or television (50% and 55% respectively, compared with 41% elsewhere in the UK).

Analysis by level of film interest (C7)

As the following table shows, respondents who were very interested in film generally were considerably more likely to be frequent consumers of film reviews, articles and programmes, and to get involved in discussions about film.

*Question C7 Consumption of film reviews and involvement in film discussions by Interest in Film
(Base: Respondents who watch films)*

% that do the following activities at least once a month	How interested in films		
	Very	Fairly	Not
	%	%	%
Read film reviews/articles in newspapers or magazines	68	51	24
Read film reviews/articles online	63	37	10
Listen to or watch film reviews/programmes on radio or TV	61	37	15
Chat to friends or family about films	86	59	25
Get involved in online discussions about film	23	12	7
Unweighted base	738	966	306
Weighted base	743	960	308

Analysis by most commonly watched film type (C7)

Respondents watching mainly independent films were the most likely to be frequent consumers of reviews, articles and programmes about film.

Those watching mainly independent or foreign language films were the two groups most likely to read online reviews, or to get involved in online discussions about films.

*Question C7 Consumption of film reviews and involvement in film discussions by Interest in Film
(Base: Respondents who watch films)*

% that do the following activities at least once a month	Most commonly watched film type				
	Block-busters	Smaller budget main-stream films	Independent films	Foreign lang. films	Animated films
	%	%	%	%	%
Read film reviews/articles in newspapers or magazines	57	59	74	63	40
Read film reviews/articles online	47	46	64	69	33
Listen to or watch film reviews/programmes on radio or TV	46	49	63	42	37
Get involved in online discussions about film	15	16	27	28	17
Unweighted base	993	358	111	47	150
Weighted base	993	360	110	47	150

Films that have had a personal effect (D1)

Respondents were asked to identify a particular film that had had an effect on them. 83% of those interviewed were able to name or describe at least one such film. The most commonly identified films are listed below:

Question D1 Top 25 films identified

(Base: Respondents able to name or describe a film that had affected them)

	%
The King's Speech	6
Schindler's List	4
Avatar	2
Slumdog Millionaire	2
Titanic	2
The Shawshank Redemption	2
Inception	2
Saving Private Ryan	1
Black Swan	1
The Boy in the Striped Pyjamas	1
The Sound of Music	1
The Green Mile	1
Lord of the Rings	1
Braveheart	1
Star Wars	1
The Matrix	1
One Flew Over the Cuckoo's Nest	1
Harry Potter	1
Mamma Mia	1
It's a Wonderful Life	1
The Godfather	1
The Blind Side	1
Ghost	1
Toy Story 3	1
127 Hours	1
Unweighted base	1638
Weighted base	1635

Analysis by gender (D1)

The following films were slightly more likely to be selected by women than men:

- The King's Speech (8% compared with 4%)
- Slumdog Millionaire (3% compared with 1%)
- The Boy in the Striped Pyjamas (2% compared with 1%)

And the following films were slightly more likely to be selected by men than women:

- Avatar (4% compared with 1%)
- The Shawshank Redemption (3% compared with 1%)
- Saving Private Ryan (2% compared with 1%)
- Star Wars (2% compared with 0%)
- The Matrix (1% compared with <0.5%)

Analysis by age (D1)

Older respondents were slightly more likely than their younger counterparts to select:

- The King's Speech (10% of over 55s, 5% of 35-54 year olds and 3% of 15-24 year olds)
- The Sound of Music (2% of over 45s, <0.5% of 25-44 year olds, 0% 15-24 year olds)
- Mamma Mia (2% of over 55s, 1% 45-54 year olds, <0.5% under 45s)
- Ghost (2% over 55s, 1% 35-54 year olds, 0% under 35s)

And younger respondents were slightly more likely than the older ones to select:

- Avatar (5% 15-24 year olds, 2% over 25s)
- Inception (4% 15-34 year olds, 1% 35-54 year olds, 0% over 55s)
- Black Swan (3% 15-34 year olds, <0.5% over 35s)
- Star Wars (1% 15-34 year olds, 2% 35-54 year olds, 0% over 55s)
- The Matrix (2% 15-34 year olds, 1% 35-54 year olds, 0% over 55s)
- The Blind Side (3% 15-34 year olds, <0.5% over 35s)
- Toy Story 3 (1% 15-34 year olds, 1% 35-54 year olds, 0% over 55s)
- 127 Hours (1% 15-34 year olds, 1% 35-54 year olds, 0% over 55s)

The 35-44 year old age group was the most likely to select:

- The Shawshank Redemption (4% 35-44 year olds, 1% under 35s, 2% over 45s)

Analysis by region (D1)

There weren't many differences by region. However, Scottish respondents were slightly more likely than their English counterparts to select:

- Schindler's List (8% compared with 4%)
- Braveheart (4% compared with 1%)

And Welsh respondents were also slightly more likely than their English counterparts to select:

- Schindler's List (9% compared with 4%)

London respondents were slightly more likely than respondents from the rest of England to select:

- Titanic (4% compared with 1%)

Analysis by ethnic group (D1)

White respondents were more likely than non-white to select

- Schindler's List (5% compared with 0%)

And non-white respondents were slightly more likely than white to select

- The Matrix (3% compared with 1%)
- The Godfather (3% compared with 1%)

Analysis by level of interest in film (D1)

The higher the general level of interest in film, the more likely the respondent was to select:

- Avatar (3% of the very interested, 2% of the fairly interested, 1% of the not interested)
- Star Wars (2% very, <0.5% fairly, 0% not interested)

Those not very interested in film generally were slightly more likely than others to select:

- The Shawshank Redemption (4% of the not interested, 2% fairly, 1% very interested)

- The Green Mile (2% of the not interested, 1% of fairly or very interested)
- One Flew over the Cuckoo's Nest (2% of the not interested, 1% fairly, <0.5% very)

Those who had a middling level of interest in film were slightly more likely than others to select:

- Titanic (3% of the fairly interested, 1% of the very interested, <0.5% of the not interested)

The sort of effect (unprompted) that the selected film had on the respondent (D2)

Respondents were asked to describe in their own words the effect that their selected film had upon them. 41% described the film as having an emotional impact on them. For 15%, this was explained in terms of what might be described as negative emotions such as being upset, frightened, shocked, disturbed or angry. For 14%, the emotions were positive ones, described in terms such as 'feel good', 'uplifting', 'inspiring', 'made me laugh', 'interesting' and 'exciting'. 21% of respondents gave more general descriptions of the emotional impact using words such as 'moving', 'emotional', 'made a big impression on me', 'powerful', and 'gripping'.

*Question D2 Effect (unprompted) of the film named at D1 – Emotional effects
(Base: Respondents able to name or describe a film that had affected them)*

	%
Responses that describe the film as having an emotional impact	41
Positive emotions	14
Feel good factor / happy / uplifting	4
Funny / humorous / Made me laugh	3
Inspiring / inspirational	3
Interesting	2
Exciting	1
Negative emotions	15
Sad / upsetting / depressing / made me cry	9
Frightened / scared / gave me nightmares	3
Shocking	2
Disturbing	1
Horrifying	1
Made me feel angry	1
Emotions (unspecified)	21
Emotional	7
Moving / touching	7
It made a big impression on me / had a profound impact on me	1
Gripping / tense	1
Powerful / intense	1
Made me feel empathy	1
Other emotions	3
Unweighted base	1638
Weighted base	1635

About half the respondents (49%) described how their significant film had been thought provoking or educational in some way, in that it had made them think about particular subjects covered by the film, or given them new insights into particular situations in life.

Unpacking this further, 12% said that the film had made them reflect on their own lives in some way, for example through identification with the characters or stories, or reminders of particular times or people in the respondent's own life, or simply being prompted to think about some of the big issues that affect our lives, and take another perspective on them.

About one in five respondents (22%) said that the film had made them reflect on the lives of others, for instance people's lives in history, in wartime, in other countries or other social groups, the difficulties experienced by people with particular conditions or living in particular situations. A common theme picked up within this group (by 11%) was the film's memorable portrayal of human cruelty and injustice, in particular the horrors of war time.

2% said that the film had inspired an interest in something. The interests or passions sparked or fuelled by watching a significant film ranged from archaeology to horses to world cinema to fast cars to science fiction to particular styles of music or dance. 2% said that the film had been influential in their lives in some other way, and had led them to take some kind of action or change something in their lives – for instance, visiting a film location, or donating money to a cause shown in the film.

Question D2 Effect (unprompted) of the film named at D1 – Thought provoking effects
(Base: Respondents able to name or describe a film that had affected them)

	%
Responses that describe film as being thought-provoking or informative	49
Responses that suggested a degree of self-reflection	12
I identified with the characters, experiences or places in the film	3
Reminded me of a period, occasion or particular people in my life	2
It changed the way I think about certain things	2
Made me think about, or gave me insight into...	
... life / life changes / dying / life after death	2
... relationships / family / friends / people in my life	2
... my own life / direction	1
... how lucky I am	1
Responses that describe film as making respondents think about, or giving insight into the lives of others	22
Made me think about human cruelty and injustice	11
... wartime / horrors of war / treatment of soldiers / futility of war	4
... Holocaust / Nazi regime / concentration camps / treatment of Jews	2
... how cruel / horrible human race can be to each other	2
... people in difficult times / the difficulties people endure	2
... human survival / perseverance / triumph over adversity	1
... poverty	1
... injustice in the world	1
... brutal / violent scenes	1
Made me think about other aspects of the lives of others	
... history / based on historical events	3
... the past, e.g. history, war, racism, conditions, treatment of others	2
... how people used to live or were treated in the past	1
... the type or people, culture or social group shown in the film	2
... how other people live / their difficulties / different religions / the treatment of others (in present times)	1
... some difficult or sensitive issues, e.g. health issues or racial prejudice	1
... human kindness / humanity	1
... the country, place or way of life in which the film was set	1
... the time or period in which the film was set	1
... speech impediments	1
Responses that describe film as influential / inspiring specific action or interest	
It inspired an interest (e.g. found out more about the subject raised in the film, developed an interest in a subject raised in the film)	2
It was influential / inspired me to change or do something in my life	2
Other responses about film being thought-provoking or informative	
It was thought provoking / made me think (unspecified)	6
It was educational / informative about another specific issue	3
It was educational / informative (general/unspecified)	1
I talked to friends or family about the situations shown in the film	1
Unweighted base	1638
Weighted base	1635

25% had selected the film because there was something about the storyline, the production, the acting or the effects that they had found particularly appealing. For example, 8% had been impressed by a technical aspect of the film, such as the music or special effects or the way it was shot, 10% had found the storyline appealing, 5% mentioned the good acting or cast, and 3% described the film as very realistic.

*Question D2 Effect (unprompted) of the film named at D1 – Film structure/production
(Base: Respondents able to name or describe a film that had affected them)*

	%
Responses that pick out elements of the film’s structure or production	25
Story-line	10
Good story or plot	4
Based on a true story	2
Clever plot	1
Dramatic storyline	1
Good characters	1
Good twist	1
Well adapted from book	1
Technical aspects	8
3D	1
I liked the way it looked / way it was shot	2
Liked the music / soundtrack	4
Well constructed / well made	2
Special effects	2
Other aspects	
Good acting	4
Realistic / true to life	3
Different to anything seen before / Unique	1
Good cast / actor(s)	1
Other aspects of film	5
Unweighted base	1638
Weighted base	1635

In addition to the responses described above, 4% described the film as particularly memorable, or a film that they watch repeatedly, 1% described the film as special to them because it was the first film, or film of its type, that they’d seen, and 5% simply described it as a good film or one that they particularly liked.

Analysis by D1 film titles (D2)

This section takes a closer look at the top ten films identified at D1 as significant to respondents – The King’s Speech, Schindler’s List, Avatar, Slumdog Millionaire, Titanic, The Shawshank Redemption, Inception, Saving Private Ryan, Black Swan and The Boy in the Striped Pyjamas. As the analysis below shows, there were some differences by title in the effects described.

Of all respondents describing a film that had affected them, four in ten (41%) described the film as having an emotional impact. But for *Titanic*, this was true for about three-quarters of those who selected this film. For *Inception*, the proportion was considerably lower at around one in ten, and about one in four of those selecting *Avatar* and *Slumdog Millionaire* described an emotional effect.

The King's Speech and *The Shawshank Redemption* were more likely than the other films to be described as stirring positive emotions – just over one in four of those selecting these films described this kind of emotional effect compared with 14% of respondents overall.

Titanic was the most likely to be described as causing negative emotions, followed by *Schindler's List*, *The Boy in the Striped Pyjamas* and *Black Swan*.

More than two-thirds of respondents naming *Slumdog Millionaire*, *Saving Private Ryan*, *The King's Speech* or *Schindler's List* as their significant film described these films as thought-provoking or informative in some way, compared with about half (49%) of respondents as a whole.

In particular, these films, and to a lesser extent *The Boy in the Striped Pyjamas*, were the most likely to have led to some reflection by the viewers on the lives of others. This was true for between about half and two-thirds of the respondents selecting these films, compared with about one in five (22%) of respondents as a whole.

Being affected by portrayals of human cruelty and injustice were mentioned by between four and six in ten of respondents watching *Saving Private Ryan*, *Schindler's List*, *The Boy in the Striped Pyjamas* and *Slumdog Millionaire*, compared with only one in ten (11%) respondents as a whole.

Avatar stands out as a film that was selected partly for reasons to do with its production. Four in ten of those selecting this film described being affected by the technical aspects of the film – this was mentioned by only 8% of respondents as a whole when describing their significant film.

The storyline or plot appears to have been important for *Inception*, *The Shawshank Redemption* and *Avatar* – mentioned by around one in five respondents selecting these three films, compared with 10% of respondents as a whole.

While 3% of respondents mentioned the realism of their selected film as affecting them, this was mentioned by about one in five of those selecting *Saving Private Ryan*.

Comparison of respondents selecting the top ten D1 films with respondents selecting other films (D2)
Comparing respondents who selected these top ten films at D1 with respondents selecting other films, the following differences emerge. While those selecting the top ten films were no more or less likely than other respondents to describe these films as having an emotional effect on them, or to describe being affected by aspects of the film's production or structure, they were more likely to have selected a film that they found thought-provoking or informative (58% compared with 46%). In particular, the top ten films were considerably more likely than others to be described as leading respondents to reflect on the lives of others (38% compared with 17%), and to have affected the viewers through their portrayals of human cruelty and injustice (22% compared with 7%).

The top ten films were less likely than others selected at D1 to be described as leading to some degree of self-reflection (7% compared with 14%), or to have influenced respondents to take some kind of action, or inspired an interest in a subject raised by the films (1% compared with 5%). This

finding, coupled with the fact that more than 200 different films were named at D1, suggests that many people make idiosyncratic choices about films which are particularly important to them personally.

Analysis by gender (D2)

When asked to describe what effect their selected film had on them, women were more likely than men to describe an emotional effect (46% compared with 35%), in particular a negative emotional effect (18% compared with 11%). They were also slightly more likely than men to describe their selected film as thought-provoking or informative (52% compared with 45%).

Analysis by age (D2)

The proportion of respondents describing their selected film as making them think about the lives of others increased with age (from 14% of 15-24 year olds, to 20% of 35-44 year olds and 26% of over 55s). There was a similar pattern in terms of the proportion who were affected by the film's portrayal of human cruelty or injustice (rising from 7% of 15-24 year olds to 11% of 35-44 year olds to 13% of over 55s). However, the proportion selecting films that had led to some degree of self-reflection decreased with age (from 17% of 15-24 year olds to 11% of 35-44 year olds to 9% of over 55s).

Analysis by ethnic group (D2)

Ethnic minority respondents were slightly more likely than white respondents to describe the film they had selected at D1 as leading to a degree of self-reflection (19% compared with 12%). They were also slightly more likely to say that the film had inspired them to become interested in a subject raised by the film, or make some change to their lives as a result of the film (10% compared with 4%).

There were no significant differences by region, or household income level.

Analysis by family status (D2)

Respondents living with children under 15 were more likely than others to describe their selected film as having an emotional impact (45% compared with 39%).

Analysis by educational qualifications attained (D2)

The proportion describing their selected film as thought-provoking or informative increased with qualification level, from 34% of those with no qualifications to 43% of those with GCSE level qualifications and 53% of those with A level qualifications or above. In particular, the higher the qualification level, the more likely the respondent was to describe their selected film as making them think about the lives of other people (14% of the unqualified, 18% of those with GCSE level qualifications and 24% of those with A levels or higher).

Analysis by level of interest in film (D2)

Respondents who were generally interested in film were more likely than those who were not to describe their selected film as thought-provoking or informative (52% of respondents who were very interested film, compared with 47% of those who were fairly interested and 42% of those who were not interested). In particular, they were more likely to give a response that suggested a degree of

self-reflection (14% of the very interested, compared with 12% of the fairly interested and 6% of the un-interested).

There was no significant difference by most commonly watched film type.

Particular aspects of the selected film that stand out in the memory (D3)

As described earlier, 83% of the sample identified a film that had a significant effect on them. When asked whether there were any particular aspects of this film that stood out in their memory, respondents most commonly selected the story told in the film (82%), followed by the quality of the performances (67%), the message or meaning of the film (63%) and particular images or scenes from the film (62%).

About half particularly remembered the way it looked or the way it was shot (50%) and the type of people or social group shown in the film (47%).

Smaller proportions selected the period or time in which the film was set (40%), the music or soundtrack (38%), the country or place the film was set in (37%), or particular lines said by the characters (31%).

Analysis by gender (D3)

Women were slightly more likely than men to remember the message or meaning of their significant film (66% compared with 60%), and the type of people or social group shown in the film (50% compared with 44%).

Analysis by age (D3)

The quality of the performances was something that was more memorable for the older age groups (73% of over 45s, compared with 66% of 35-44 year olds, 62% of 25-34 year olds and 57% of 15-24 year olds).

This is also true for the period or time in which the film was set - it stood out in the memory for 52% of over 55s, compared with 42% of 45-54 year olds, 35% of 25-44 year olds and 25% of 15-24 year olds.

The 15-24 year olds were more likely than their older counterparts to remember particular lines said by the characters (39% compared with 31% of 25-54 year olds and 26% of over 55s).

The youngest age group were less likely than the older ones to say that the way the film looked stood out in their memory (42% of 15-24 year olds compared with 52% of over 25s).

Analysis by ethnic group (D3)

Ethnic minority respondents were more likely than white respondents to remember particular lines said by the characters (42% compared with 31%).

Analysis by level of film interest (D3)

Those who were very interested in film generally were more likely than others to particularly remember:

- the message or meaning of the film (68% compared with 61% of those fairly interested in film, and 57% of those who weren't very interested in film)
- the way the film looked or was shot (56% compared with 49% of the fairly interested and 37% of the not very interested)
- particular lines said by the characters (37% compared with 31% of the fairly interested and 15% of the not very interested)
- the quality of the performances (72% compared with 63% of the fairly or un-interested)
- particular images or scenes from the film (65% compared with 61% of the fairly interested and 56% of the un-interested)
- the type of people or social group shown (51% compared with 46% of the fairly interested and 42% of the un-interested)
- the music or soundtrack (39% compared with a similar proportion – 39% - of the fairly interested, but only 30% of the un-interested)

Analysis by most commonly watched film type (D3)

Aspects of a film that particularly stood out in the memory varied a little by respondents' film watching habits. For respondents who most commonly watched independent films or foreign language films, the quality of performances seemed particularly important – 78% and 75% of these two groups respectively highlighted this as a memorable feature of their significant film, compared with 68% of those who most often watched blockbusters, 70% of those who most often watched smaller budget mainstream films and 61% of those most often watching animated films.

The look of the film was also important for these two groups – highlighted by 66% of those most often watching independent films and 64% of those most often watching foreign language films, compared with 52% of those watching mainly blockbusters and other smaller budget mainstream films, and 42% of those watching mainly animated films.

The country or place the film was set in was also important – highlighted by 52% of independent film enthusiasts and 46% of foreign language film enthusiasts, compared with 36% of blockbuster watchers, 39% of other smaller budget mainstream films, and 30% of those mostly watching animated films.

The music or soundtrack was particularly important for the foreign language enthusiasts – 58% cited this as a memorable feature of their significant film, compared with 37% of blockbuster watchers, 38% of those watching other smaller budget mainstream films, 40% of independent film watchers and 37% of animated film enthusiasts.

Effect (prompted) that selected film had on respondent (D4)

Asked to select from a list what kind of effect their significant film had, the most common impacts were:

- I really enjoyed the film (68%)
- It made a big impression on me (56%)
- It really made me think about things (54%)
- It had a big emotional impact on me (50%)
- I liked the way it looked / the way it was shot (38%)

About one in four respondents selected the following impacts:

- I learned a lot about the type of people or social group in the film (30%)
- I learned a lot about another particular issue or subject from the film (29%)
- It changed the way I think about certain things (29%)
- I learned a lot about the time or period in which the film was set (25%)
- I identified with some of the characters or experiences in the film (21%)

Smaller proportions selected the following impacts:

- I learned a lot about the country or place the film was set in (18%)
- It reminded me of a particular period or occasion in my life, or particular people in my life (16%)
- It inspired me to change something in my life (13%)
- I felt the film represented part of who I am, or where I come from (11%)
- It gave me a role model to follow (7%)

Analysis by gender (D4)

Women were more likely than men to say that their significant film had really made them think about things (57% compared with 51%), or had had a big emotional impact on them (56% compared with 44%) or had led to them learning a lot about the type of people or social group in the film (33% compared with 27%).

Analysis by age (D4)

The over 55s were less likely than other age groups to say that the film had changed the way they think about certain things (21% compared with 33% of all other groups) or to say that it inspired them to change something in their life (6% compared with 10% of 45-54 year olds, 16% of 25-44 year olds and 19% of 15-24 year olds).

They were also less likely than their younger counterparts to say that they identified with the characters or experiences in the film (15% compared with 22% of 35-54 year olds and 25% of 15-34 year olds), or that the film gave them a role model to follow (4% compared with a similar proportion – 4% - of 45-54 year olds, 8% of 25-44 year olds and 11% of 15-24 year olds).

The proportion saying that they learned a lot about the time or period in which the film was set rose with age, from 14% of 15-24 year olds to 22% of 35-44 year olds to 35% of the over 55s.

Analysis by ethnic group (D4)

Ethnic minority respondents were more likely than their white counterparts to say that a film had changed the way they think about certain things (40% compared with 29%), or inspired them to change something in their life (26% compared with 12%), or that the film had given them a role model to follow (15% compared with 6%). They were also more likely to have learned a lot about the time or period in which the film was set (36% compared with 20%).

Analysis by family status (D4)

Those living with young children (under 10) were more likely than others to say that their selected film had a big emotional impact on them (56% compared with 49% of those living with older children or no children).

Respondents living with children aged between 6 and 14 were more likely than others to say that their selected film had inspired them to change something in their lives (19% compared with 12% of those living with very young children or no children). It seems likely that this finding is related to the age of the respondents themselves.

Analysis by household income (D4)

The only difference by household income level was that those from the lowest income households (annual incomes of less than £11,500) were more likely than others to have selected a film that they felt represented part of who they are, or where they come from (20% compared with 10% of those with household incomes of £11,500 or more).

Analysis by educational qualifications attained (D4)

Respondents' highest qualification level made no difference to the proportion saying that they enjoyed the film, or that their selected film had given them a role model to follow, or represented part of who they are or where they come from, or reminded them of particular periods, occasions or people in their lives.

However, those with qualifications were slightly more likely than those without to say that they had learned a lot about the time or period in which the film was set (26% compared with 16%) or that the film had inspired them to change something in their lives (14% compared with 9%). And as the following table shows, there was a slight increase with qualification level in the proportion agreeing with all the following (prompted) impacts:

Question D4 Effect (prompted) of the film named at D1 by Highest Qualification Attained (Base: Respondents able to name or describe a film that had affected them)

	No qualification	GCSEs or equivalent	A level or equivalent	Degree level qualification or equivalent
	%	%	%	%
It had a big emotional impact on me	38	50	50	54
It really made me think about things	44	50	54	57
It changed the way I think about things	25	25	33	31
I identified with some of the characters or experiences in the film	14	16	21	25
It made a big impression on me	49	51	55	61
I learned a lot about the country or place in which the film was set	14	15	18	21
I learned a lot about the type of people or social group shown in the film	23	28	34	31
I learned a lot about another particular issue or subject from the film	16	26	32	31
I like the way it looked / the way it was shot	32	38	36	41
Unweighted base	172	373	311	720
Weighted base	170	375	314	714

Analysis by level of interest in film (D4)

As the following table shows, the greater the interest in film, the more likely a respondent was to say that they had really enjoyed the film, that it had made a big impression on them, that it had a big

emotional impact on them, that they liked the way it was shot, that it changed the way they think about certain things, that it had inspired them to change something in their life, that they identified with some of the characters or experiences in the film or that it reminded them of a particular period or person in their life.

*Question D4 Effect (prompted) of the film named at D1 by Interest in Film
(Base: Respondents able to name or describe a film that had affected them)*

	How interested in films		
	Very	Fairly	Not
	%	%	%
I really enjoyed the film	72	66	65
It made a big impression on me	64	51	51
It had a big emotional impact on me	58	46	43
I liked the way it looked / was shot	43	37	28
It changed the way I think about certain things	35	27	22
I identified with some of the characters or experiences in the film	23	21	12
It reminded me of particular periods or people in my life	19	15	10
It inspired me to change something in my life	16	12	8
Unweighted base	654	764	219
Weighted base	658	757	219

Analysis by most commonly watched film type (D4)

Foreign language film enthusiasts (those whose most common film viewing was foreign language films) were more likely than other types of film-watchers to say that their named film had helped them learn a lot about the country or place the film was set in (36% compared with 18% of others). This group were also the most likely to say that the film had inspired them to change something in their life (27% compared with 13% of others).

Respondents who most commonly watched blockbusters or animated films were the least likely to say that their named film represented part of who they are, or where they come from (10%, compared with 15% of those most commonly watching smaller budget films, independent films and foreign language films). They were also the least likely to say that they identified with the characters or experiences in the film (19% compared with 27%)

When respondents first saw their selected film (D5)

Asked when they had first seen this film (i.e. the one chosen by the respondent as having had an effect on him/her) 26% had first seen it within the last year, 13% one or two years ago, 15% 3 – 5 years ago, 12% 6-10 years ago, and 30% had seen it more than 10 years ago. The high proportion of films chosen from some time ago suggests that films can have a lasting effect on individuals.

Analysis by gender (D5)

Women were slightly more likely to have named a film that they first saw within the last year (29% compared with 23% of men), whereas men were slightly more likely to have named a film they first saw more than 10 years ago (33% compared with 28% of women).

Analysis by age (D5)

As might be expected, the younger respondents were more likely to have selected a film they'd seen for the first time recently (63% of 15-24 year olds had first seen their named film within the last 1-2 years, compared with 39% of 35-44 year olds and 28% of the over 55s). Conversely, 45% of the over 55s had first seen their named film more than 10 years ago, compared with 33% of 35-44 year olds and 4% of 15-24 year olds.

Analysis by ethnic group (D5)

White respondents were more likely than others to have named a film they first saw more than 10 years ago (31% compared with 16%).

Analysis by level of film interest (D5)

Respondents who were very interested in film were more likely to have named a film they had first seen within the last two years (46% compared with 37% of those who were fairly interested film and 26% of the un-interested). It seems likely that this is at least partly due to the fact that the interested groups watch more films and therefore will have had a longer and more recent list of films from which to select a significant one.

Analysis by most commonly watched film type (D5)

The foreign language enthusiasts were the most likely to have selected a film they had first seen in the last two years (57% compared with 41% of the others). Those who most commonly watched smaller budget mainstream films were the most likely to have selected a film from more than ten years ago (35% compared with 27% of those most commonly watching blockbusters, independent films or animated films, and 17% of those most commonly watching foreign language films).

Impact (prompted) of films watched in past few years (D6)

Respondents were asked about all the films that they had watched in the last few years. About two-thirds had seen films that had led them to think about issues raised by the films:

- 69% had seen films which they had then talked about to friends or family (31% definitely, 38% to some extent)
- 70% had seen films in the last few years that they found particularly thought-provoking (32% definitely, 37% to some extent)
- 63% had seen films in the last few years that made them think afterwards about some difficult or sensitive issues (24% definitely, 39% to some extent)

Smaller proportions had seen films in the last few years which had led them to take some action:

- 48% had seen films that encouraged them to go and find out more about a subject raised by the film (17% definitely, 31% to some extent)
- 14% had seen films that led them to take action directly related to the situation shown in the film, e.g. joined a group, donated money, wrote a letter (4% definitely, 11% to some extent)

About two-thirds of respondents had seen films in the last few years that had increased their knowledge about particular issues:

- 63% had seen films that were educational in some way (22% definitely, 40% to some extent)
- 63% had seen films that gave them new insights into other cultures or other types of people (21% definitely, 42% to some extent)

A substantial minority had seen films that had affected or reinforced their sense of identity:

- 25% had seen films that made them feel more self-confident (7% definitely, 19% to some extent)
- 36% had seen films that made them feel proud about who they are, or where they come from (11% definitely, 25% to some extent)

There was also a significant minority that had seen films that they felt had a potential negative impact:

- 41% had seen films that reinforced negative stereotypes about particular sorts of people or places (12% definitely, 28% to some extent)
- 33% had seen films that they felt encouraged negative values or bad behaviour (10% definitely, 23% to some extent)

85% of respondents (who had ever watched films) had seen films in the last few years which had led to at least one of the above impacts or consequences that were listed in the survey.

An analysis of the profile of these respondents indicates that on the whole:

- the most likely to have seen a recent such 'impactful' film are:
 - London residents
 - Younger respondents, particularly the 25-34 year olds
 - Respondents from ethnic minority groups
 - Those in paid work or full-time study
 - Those who were very interested in film
 - Those who think film makes a big contribution to our way of life in this country
 - Those whose most commonly watched film types are foreign language or independent films
 - Those who recognised a high proportion of the film titles presented at E1
- the least likely to have seen such a film are:
 - The over 55s
 - Retired respondents
 - Those whose most commonly watched film type is animated films

This pattern is similar for most types of listed impact, as described in detail below.

Analysis by gender (D6)

On the whole, there weren't huge differences by gender. However, women were slightly more likely than men to have seen films that had at least one of the listed impacts (88% compared with 83%) and to have seen films recently that had been thought provoking or insightful. In more detail, women were more likely than men to have seen films which they had then talked about to friends or family (73% compared with 65%), that they found particularly thought-provoking (72% compared with 67%), that made them think afterwards about some difficult or sensitive issues (66% compared with 59% of men) and that gave them new insights into other cultures or other types of people (66% compared with 60%).

Analysis by age (D6)

The over 55s were the age group least likely to have seen films that had at least one of the listed impacts (81% compared with 87% of younger respondents). They were less likely than younger respondents to have seen films which they had then talked about to friends or family (62%, compared with 68% of 45-54 year olds and 73% of 15-44 year olds), or that they found particularly thought provoking (63% compared with 72% of 15-54 year olds).

The over 55s were also less likely than younger respondents to have seen films recently that led them to take action directly related to the situation shown in the film (6%, compared with 11% of 45-54 year olds, 17% of 35-44 year olds and 22% of those under 35), or that made them feel more self-confident (12% compared with 25% of 35-54 year olds and 35% of 15-34 year olds) or feel proud about who they are, or where they come from (30% compared with 38% of younger respondents).

They were also the least likely group to have seen films that they felt encouraged negative values or bad behaviour (25% compared with 31% of 35-54 year olds and 41% of 15-34 year olds).

25-34 year olds were more likely than other age groups to have seen films that they had found educational or insightful. In more detail, they were more likely to have seen films that were educational in some way (69% compared with 64% of 15-24 year olds, 63% of 35-54 year olds and 57% of those over 55), that encouraged them to go and find out more about a subject (58% compared with 47% of 15-24 year olds, 49% of 35-54 year olds and 39% of over 55s), or that gave them new insights into other cultures or other types of people (72% compared with 63% of 15-24 year olds, 64% of 35-54 year olds and 55% of over 55s).

They were also more likely to have seen films that made them think afterwards about some difficult or sensitive issues (72% compared with 59% of 15-24 year olds, 65% of 35-54 year olds and 56% of those over 55), and that they thought reinforced negative stereotypes about particular sorts of people or places (51% compared with 45% of 15-24 year olds, 42% of 35-54 year olds and 30% of over 55s)

Analysis by ethnic group (D6)

Respondents from ethnic minority groups were more likely than those from a white ethnic group to have seen films that had led to each of the listed impacts, as the following table shows:

*Question D6 Impact (prompted) of films watched in last few years by Ethnic Group
(Base: Respondents who watch films)*

% that had seen films in the last few years that...	Ethnic minority	White
	%	%
... they had then talked about to friends or family	79	68
... they found particularly thought provoking	78	69
... made them think afterwards about some difficult or sensitive issues	77	62
... encouraged them to go and find out more about a subject	63	47
... led them to take action directly related to the situation in the film	33	13
... were educational in some way	75	62
... gave them new insights into other cultures or types of people	75	62
... made them feel more self-confident	50	24
... made them feel proud about who they are, or where they come from	57	35
... reinforced negative stereotypes about particular sorts of people or places	56	40
... they felt encouraged negative values or bad behaviour	46	32
Unweighted base	1859	118
Weighted base	1856	121

Analysis by family status (D6)

Respondents living with children under 15 were more likely than others to say that they had seen a film in the last few years that had made them feel more self-confident (31% compared with 23%) or proud about who they are, or where they come from (42% compared with 34%).

Respondents living with children aged between 10 and 14 were the most likely to say that they had seen films in recent years that encouraged negative values or bad behaviour (42% compared with 35% of those living with younger children and 31% of those living with no children under 15).

Analysis by household income (D6)

Respondents with household incomes of less than £11,500 were less likely than others to have seen films recently that they had then talked about to friends or family (58% compared with 72% of those with higher incomes), or that had encouraged them to go and find out more about a subject (41% compared with 51%).

Those with household incomes of £30,000 or more were more likely than those on lower incomes to have seen films in the last few years that they had found thought-provoking (75% compared with 68%).

There was a gradual rise with income in the proportion that had seen films that were educational in some way, from 57% of those with incomes of less than £11,500 to 63% of those with incomes of £11,500 to £29,999, 67% of those with incomes between £30,000 and £59,999 and 70% of those with incomes of £60,000 or more.

Analysis by educational qualifications attained (D6)

As the following table shows, the better qualified respondents were more likely than others to say they had seen films that had led to each of the listed impacts.

*Question D6 Impact (prompted) of films watched in last few years by Highest Qualification Attained
(Base: Respondents who watch films)*

% that had seen films in the last few years that...	No quals.	GCSEs or equiv.	A level or equiv.	Degree or equiv.
	%	%	%	%
... they had then talked about to friends or family	53	62	75	75
... they found particularly thought-provoking	54	61	72	79
... made them think afterwards about some difficult or sensitive issues	45	53	67	72
... encouraged them to go and find out more about a subject	33	39	47	57
... led them to take action directly related to the situation in the film	9	14	14	17
... were educational in some way	45	55	67	71
... gave them new insights into other cultures or types of people	47	56	65	72
... that made them feel more self-confident	20	23	27	27
... them feel proud about who they are, or where they come from	31	36	36	39
... reinforced negative stereotypes about particular sorts of people or places	32	36	45	45
... they felt encouraged negative values or bad behaviour	25	28	35	38
Unweighted base	255	488	374	818
Weighted base	254	491	377	814

Analysis by level of interest in film (D6)

As one might expect, the higher the level of general interest in film, the more likely it is that an 'impactful' film has been seen in recent years. 92% of those who were very interested in film had seen such a film, compared with 85% of the fairly interested and 70% of those who were not interested in film. This is shown in more detail in the table below.

*Question D6 Impact (prompted) of films watched in last few years by Interest in Film
(Base: Respondents who watch films)*

% that had seen films in the last few years that...	How interested in film		
	Very	Fairly	Not
	%	%	%
... they had then talked about to friends or family	82	67	45
... they found particularly thought provoking	83	67	47
... made them think afterwards about some difficult or sensitive issues	76	59	43
... encouraged them to go and find out more about a subject	62	43	29
... led them to take action directly related to the situation in the film	19	13	10
... were educational in some way	75	61	40
... gave them new insights into other cultures or types of people	75	61	40
... made them feel more self-confident	34	23	13
... made them feel proud about who they are, or where they come from	44	33	26
... reinforced negative stereotypes about particular sorts of people or places	48	40	27
... they felt encouraged negative values or bad behaviour	38	32	24
Unweighted base	738	966	306
Weighted base	743	960	308

Analysis by most commonly watched film type (D6)

As shown in the table below, those whose most commonly watched film type was animated films were the *least* likely to have seen recent films that had led to one of the listed impacts (84% compared with 89% of those watching mainly blockbusters, 91% of those watching mainly smaller budget mainstream films, 93% of those watching mainly independent films and 94% of those watching mainly foreign language films).

The animated film enthusiasts were also the least likely to have seen films which they had then talked about to friends or family, that they found particularly thought-provoking or that made them think afterwards about some difficult or sensitive issues.

They were also the least likely to have seen films that were educational in some way, that encouraged them to go and find out more about a subject, or that gave them new insights into other cultures or types of people.

Those whose most commonly watched film type was foreign language films were the *most* likely to have seen recent films that led them to take action directly related to the situation shown in the film, or that made them feel more self-confident.

*Question D6 Impact (prompted) of films watched in last few years
by Most Commonly Watched Film Type
(Base: Respondents who watch films)*

	Most commonly watched film type				
	Block-busters	Smaller budget mainstream films	Independent films	Foreign lang. films	Ani-mated films
% that had seen films in the last few years that...	%	%	%	%	%
... they had then talked about to friends or family	74	76	82	75	64
... they found particularly thought provoking	73	78	79	88	62
... made them think afterwards about some difficult or sensitive issues	66	71	76	72	56
... encouraged them to go and find out more about a subject	48	56	66	76	41
... led them to take action directly related to the situation in the film	15	17	20	30	19
... were educational in some way	66	70	73	84	59
... gave them new insights into other cultures or types of people	66	72	79	82	58
... made them feel more self-confident	26	29	30	45	30
Unweighted base	993	358	111	47	150
Weighted base	993	360	110	47	150

Agreement with general statements about impact of film (D7)

While two-thirds of respondents (67%) agreed with the statement that on the whole, most films they watch are pure entertainment (23% strongly agree, 45% tend to agree), and a similar proportion – 67% - agreed that watching films is a good way of getting together with friends or family (26% strongly agree, 42% tend to agree), it was widely recognised that films could have impacts beyond this.

Over half of respondents (57%) agreed with the statement that they often find films thought provoking (18% strongly agree, 39% tend to agree). And three-quarters (74%) of respondents agreed with the statement that films are a good way of making people think about difficult or sensitive issues (25% strongly agree, 48% tend to agree). A similar proportion (73%) agreed that films can be a great way of learning about people from different backgrounds (24% strongly agree, 48% tend to agree)

The potentially negative impacts of film were also recognised. Over half (56%) agreed with the statement that films can reinforce negative stereotypes and divisions in society (14% strongly agree, 42% tend to agree), and almost two thirds (63%) agreed that films can encourage fantasies about unachievable lifestyles (20% strongly agree, 43% tend to agree).

Analysis by gender (D7)

Women were slightly more likely than men to agree that they often find films thought-provoking (61% compared with 53%), that films are a good way of making people think about difficult or sensitive issues (77% compared with 71%) and that films can be a great way of learning about people from different backgrounds (78% compared with 67%).

They were also more likely than men to see watching films as a good way of getting together with friends or family (71% compared with 64%).

Analysis by age (D7)

The middle age groups were the most likely to say that they often find films thought-provoking (62% of 25-54 year olds, compared with 53% of 15-24 year olds and 52% of over 55s). They were also more likely to think that films are a good way of making people think about difficult or sensitive issues (77% of 25-54 year olds, compared with 72% of 15-24 year olds and 69% of over 55s), and to agree that films are a great way of learning about people from different backgrounds (76% compared with 67% of 15-24 year olds and 70% of over 55s).

The proportion agreeing that watching films is a good way of getting together with friends or family decreases with age from 80% of 15-24 year olds to 73% of 35-44 year olds to 48% of over 55s.

The 25-34 year olds were more likely than others to feel that films can encourage fantasies about unachievable lifestyles (70% compared with 61% of other age groups).

Analysis by ethnic group (D7)

Respondents from ethnic minority groups were more likely than white respondents to agree that films are a good way of making people think about difficult or sensitive issues (85% compared with 73%), or learning about people from different backgrounds (82% compared with 72%).

They were also more likely to think that films are a good way of getting together with friends or family (77% compared with 67%).

Analysis by family status (D7)

Respondents living with children under 15 were more likely than others to agree that watching films is a good way of getting together with friends or family (79% compared with 63%).

Analysis by household income (D7)

Respondents with household incomes of £40,000 or more were more likely than those on lower incomes to agree that watching films is a good way of getting together with friends or family (74% compared with 66%).

There was a gradual rise with income in the proportion that agreed that films can reinforce negative stereotypes and divisions in society, from 51% of those with incomes of less than £20,000 to 58% of those with incomes between £20,000 and £39,999 and 63% of those with incomes of £40,000 or more. There was a similar pattern in the proportion that agreed that films can encourage fantasies about unachievable lifestyles (60% of those with incomes of less than £20,000 to 65% of those with incomes between £20,000 and £39,999 and 68% of those with incomes of £40,000 or more).

Analysis by educational qualifications attained (D7)

Respondents' highest qualification level made no difference to the proportion agreeing that watching films is a good way of getting together with friends or family. But as the following table shows, qualification level did affect the proportions agreeing with all other statements. On the whole, the better qualified respondents were more likely than others to agree that films could be thought-provoking and educational, but also capable of giving negative messages. Those with degree level qualifications were less likely than others to agree that on the whole, most films they watch are pure entertainment.

Question D7 Agreement with general statements about the impact of film by Highest Qualification Attained (Base: Respondents who watch films)

% agreeing with the following statements	No quals.	GCSEs or equiv.	A level or equiv.	Degree or equiv.
	%	%	%	%
On the whole, most films I watch are pure entertainment	75	70	72	61
I often find films thought provoking	43	51	63	63
Films are a good way of making people think about difficult or sensitive issues	60	67	79	79
Films can be a great way of learning about people from different backgrounds	68	69	74	76
Watching films is a good way of getting together with friends or family	66	66	69	68
Films can reinforce negative stereotypes and divisions in society	49	51	58	61
Films can encourage fantasies about unachievable lifestyles	57	61	65	65
Unweighted base	255	488	374	818
Weighted base	254	491	377	814

Analysis by level of film interest (D7)

The more a respondent was interested in film generally, the more likely he/she was to agree that films are often thought-provoking (73% of the very interested, compared with 53% of the fairly interested and 35% of the un-interested), are a good way of making people think about difficult or sensitive issues (87% of the very interested, 70% of the fairly interested and 55% of the un-interested), and of learning about people from different backgrounds (82%, 71% and 57% respectively).

Those interested in film were more likely than others to agree that watching films is a good way of getting together with friends or family (82% of the very interested, 64% of the fairly interested and 44% of the un-interested).

They were also slightly more likely to agree that films can reinforce negative stereotypes and divisions in society (59% of the very interested, 55% of the fairly interested and 51% of the un-interested) and that films can encourage fantasies about unachievable lifestyles (66%, 63% and 56% respectively).

Analysis by most commonly watched film type (D7)

Respondents who watched blockbusters or animated films more often than other types of film were by far the most likely to agree that on the whole, the films they watch are pure entertainment (77% and 75% respectively, compared with 57% of respondents mostly watching smaller budget mainstream films, 45% of those mostly watching independent films and 44% of those mostly watching foreign language films).

And they were the least likely to think that films were often thought provoking (58% of blockbuster watchers and 56% of animated film watchers, compared with 68% of smaller budget mainstream films watchers, 74% of those mostly watching independent films and 72% of foreign language film enthusiasts).

The blockbuster and animated film watchers were the most likely to think that watching films is a good way of getting together with friends or family (75% and 73% respectively, compared with 68% of those mainly watching smaller budget mainstream films, 64% of those mainly watching independents and 61% of foreign language film enthusiasts).

Independent film watchers were the most likely to agree that films are a good way of making people think about difficult or sensitive issues (89%, compared with about three-quarters of those mainly watching blockbusters – 76% - or animated films – 72%, 81% of smaller budget mainstream films and 84% of foreign language film watchers).

Repeated viewings of particular films (D8)

Three-quarters of respondents (74%) had watched certain films more than three times. The most commonly mentioned such films (those mentioned by 20 or more respondents⁸) were:

- Star Wars (mentioned by 135 respondents)
- Lord of the Rings (101)
- Dirty Dancing (88)
- Sound of Music (87)
- Harry Potter (77)
- Titanic (53)
- Shawshank Redemption (49)
- Grease (47)
- Alien (44)
- Godfather (42)
- Love Actually (41)
- Matrix (40)
- Mamma Mia (36)
- Pretty Woman (33)
- Zulu (33)
- Bourne series (31)
- Avatar (30)
- Bridget Jones (29)
- Green Mile (28)
- Gladiator (26)
- It's a wonderful life (26)
- James Bond (26)
- Toy Story (26)
- Casablanca (24)
- The Great Escape (24)
- Moulin Rouge (23)
- Pulp Fiction (21)
- Saving Private Ryan (21)
- Shrek (21)
- Pirates of the Caribbean (20)
- Braveheart (20)
- Schindler's List (20)
- Terminator (20)
- Top Gun (20)
- Twilight (20)
- Wizard of Oz (20)

Analysis by demographics (D8)

There was no difference by gender, ethnic group or region. However, the middle age groups (25-44 year olds) were more likely than the younger or older ones to have repeatedly viewed films (82%, compared with 75% of 15-24 year olds and 45-54 year olds, and 61% of over 55s).

⁸ Please note: these are unweighted figures

Analysis by level of film interest (D8)

Respondents who were very interested in film generally were more likely to have watched certain films repeatedly (85% of the very interested, compared with 72% of the fairly interested and 57% of the un-interested).

There was no difference in repeat viewing proportions by most commonly watched film type.

Films that are reminiscent of childhood (D9)

Just over a third (38%) of respondents said that there were particular films that remind them of their childhood. The most commonly mentioned such films (those mentioned by 10 or more respondents⁹) were:

- Mary Poppins (mentioned by 71 respondents)
- Sound of Music (66)
- Star Wars (59)
- Bambi (57)
- Wizard of Oz (46)
- Chitty Chitty Bang Bang (39)
- Grease (34)
- Snow White (34)
- Toy Story (34)
- Lion King (31)
- E.T. (29)
- The Goonies (26)
- Railway Children (23)
- Back to the Future (16)
- Beauty & the Beast (15)
- Disney films – general (15)
- Ghostbusters (15)
- Charlie & the Chocolate Factory (14)
- Cinderella (13)
- Home Alone (13)
- Robin Hood (13)
- James Bond films (13)
- Labyrinth (11)
- Little Mermaid (11)
- Never Ending Story (11)
- Oliver (10)
- Dirty Dancing (10)
- Lassie (10)

Analysis by demographics (D9)

Women were slightly more likely than men to be able to think of films that reminded them of their childhood (42% compared with 35%). And the over 55s were less likely than the younger age groups to do so (29% compared with 42% of 15-54 year olds).

There were no differences by region or ethnic group.

⁹ Please note: these are unweighted figures

Analysis by level of film interest (D9)

Respondents who were very interested in film were more likely than others to report certain films that they found reminiscent of their childhood (47% of the very interested, compared with 36% of the fairly interested and 25% of the un-interested).

Analysis by most commonly watched film type (D9)

Respondents who watched mainly independent films were more likely than others to have such childhood film memories (53% compared with 40% of those mainly watching other film types).

Films that are reminiscent of teenage years or early adulthood (D10)

Four in ten respondents (40%) said that there were particular films that remind them of their teenage years or early adulthood¹⁰. The most commonly mentioned such films (those mentioned by 10 or more respondents¹¹) were:

- Grease (mentioned by 68 respondents)
- Dirty Dancing (50)
- Star Wars (24)
- Quadrophenia (21)
- Exorcist (19)
- American Pie (19)
- Saturday Night Fever (18)
- Breakfast Club (17)
- Summer Holiday (16)
- Jaws (16)
- Terminator (15)
- Sound of Music (15)
- Top Gun (15)
- Titanic (14)
- Back to the Future (13)
- Clockwork Orange (13)
- Lost Boys (12)
- Ferris Bueller's Day Off (12)
- James Bond films (12)
- Pulp Fiction (12)
- Pretty in Pink (11)
- Trainspotting (11)
- Ghostbusters (11)
- Pretty Woman (10)
- Footloose (10)
- Alien (10)

¹⁰ 'early adulthood' was only asked about if the respondent was aged over 18

¹¹ Please note: these are unweighted figures

Analysis by demographics (D10)

Women were again slightly more likely than men to report such memorable films (43% compared with 36%). And the 25-44 year old age groups were the most likely to do so (47% compared with 35% of 15-24 year olds and 36% of over 45s).

There were no differences by region or ethnic group.

Analysis by level of film interest (D10)

Respondents who were very interested in film were more likely than others to report certain films that they found reminiscent of their teenage years or early adulthood (48% of the very interested, compared with 38% of the fairly interested and 27% of the un-interested).

Analysis by most commonly watched film type (D10)

Again, respondents who watched mainly independent films were more likely than others to have such teenage or early adult film memories (54% compared with 42% of those mainly watching other film types).

Recognition of named films (E1)

Respondents were presented with images from a series of film posters, and asked whether or not they had seen or heard of the film. A third of the respondents (32%) recognised 20 or more of the 25 films, just under half (46%) had heard of between 15 and 19 of the films, one in five (19%) had heard of 10-14 films and a very small proportion (4%) had heard of fewer than 10 of the listed titles. The films are shown below, ordered by level of recognition.

Almost all those in the sample had heard of Shrek, Avatar, Harry Potter & the Deathly Hallows, Mamma Mia, The Godfather, The King's Speech, The Italian Job, Calendar Girls, Casablanca and James Bond: Quantum of Solace.

Seven or eight in ten respondents had heard of Shaun of the Dead, Citizen Kane, Crouching Tiger Hidden Dragon and The Girl with the Dragon Tattoo.

Between half and two-thirds had heard of American Gangster, Amelie, Pan's Labyrinth and The Lavender Hill Mob.

Fewer than half recognised Dirty Pretty Things, Cinema Paradiso, Kidulthood, The Red Shoes or Paris Texas.

And fewer than one in five had heard of The Lives of Others or Another Year.

Only 7% of the sample had watched 15 or more of the 25 films listed. About three in ten (29%) had watched between 10 and 14 of the films, just under half (45%) had seen between 5 and 9 of them and one in five (19%) had seen fewer than 5.

The most commonly watched of the listed films were Shrek (seen by 82% of the sample), The Italian Job (73%), The Godfather (61%), James Bond: Quantum of Solace (54%), Mamma Mia (52%) and Shaun of the Dead (52%).

The detailed findings are presented below:

*Question E1 Recognition of named films
(Base: Respondents who watch films)*

	Seen or heard of it	Seen it	Heard of it, but not seen it	Never heard of it
	%	%	%	%
Shrek (2001)	99	82	16	1
Avatar (2009)	98	49	48	2
Harry Potter & the Deathly Hallows (2010)	97	43	55	2
Mamma Mia (2008)	97	52	45	2
The Godfather (1972)	97	61	36	2
The King's Speech (2010)	97	19	78	2
The Italian Job (1969)	96	73	23	3
Calendar Girls (2003)	94	47	47	5
Casablanca (1942)	93	49	44	5
James Bond: Quantum of Solace (2008)	93	54	39	6
Shaun of the Dead (2004)	86	52	34	13
Citizen Kane (1941)	82	34	48	16
Crouching Tiger, Hidden Dragon (2000)	80	35	45	18
The Girl with the Dragon Tattoo (2009)*	78	11	67	20
American Gangster (2007)*	65	24	41	33
Amelie (2001)	63	25	38	35
Pan's Labyrinth (2006)	58	26	33	40
The Lavender Hill Mob (1951)	57	33	24	41
Dirty Pretty Things (2002)	43	5	38	54
Cinema Paradiso (1988)	39	11	27	59
Kidulthood (2006)	37	10	27	60
The Red Shoes (1948)	36	16	20	61
Paris, Texas (1984)	33	10	23	65
The Lives of Others (2006)	20	5	15	77
Another Year (2010)	19	2	17	79
Unweighted base	2014	2014	2014	2014
Weighted base	2015	2015	2015	2015

*Only asked of respondents aged 18 or over

Analysis by gender (E1)

Men were more likely than women to recognise 20 or more of the 25 titles presented to them (35% compared with 28%), and were more likely to have watched at least 10 of them (39% compared with 33%).

Women were more likely than men to have heard of the following films:

- Mamma Mia (99% compared with 95%)
- Calendar Girls (96% compared with 91%)
- The Girl with the Dragon Tattoo (81% compared with 75%)
- Amelie (66% compared with 60%)

Men were more likely than women to have heard of the following films:

- Citizen Kane (84% compared with 80%)
- Crouching Tiger Hidden Dragon (84% compared with 77%)
- American Gangster (70% compared with 60%)
- The Lavender Hill Mob (62% compared with 52%)
- Cinema Paradiso (45% compared with 32%)
- Paris Texas (39% compared with 26%)
- The Lives of Others (22% compared with 18%)

Women were more likely than men to have *seen* the following films:

- Shrek (84% compared with 80%)
- Mamma Mia (65% compared with 40%)
- Calendar Girls (58% compared with 35%)
- Amelie (29% compared with 21%)
- The King's Speech (21% compared with 17%)
- The Red Shoes (18% compared with 13%)

Men were more likely than women to have *seen* the following films:

- The Italian Job (79% compared with 67%)
- The Godfather (66% compared with 56%)
- James Bond: Quantum of Solace (61% compared with 48%)
- Shaun of the Dead (57% compared with 47%)
- Avatar (53% compared with 46%)
- Crouching Tiger Hidden Dragon (39% compared with 31%)
- Citizen Kane (39% compared with 29%)
- The Lavender Hill Mob (39% compared with 27%)
- American Gangster (31% compared with 18%)
- Cinema Paradiso (13% compared with 10%)
- Paris Texas (13% compared with 7%)
- The Lives of Others (7% compared with 4%)
- Dirty Pretty Things (6% compared with 4%).

Analysis by age (E1)

The 35-44 year olds were the most likely to have seen 20 or more of the 25 listed films (45%). The youngest and oldest age groups were the least likely to have done so (25%¹² of 18-24 year olds, and 26% of over 55s, compared with 34% of 25-34 year olds and 36% of 45-54 year olds).

The over 55s were less likely than others to have heard of the following films:

- James Bond: Quantum of Solace (88% compared with 95%)

The proportion that had heard of the following films decreased with age:

- Shaun of the Dead (93% of under 35s, 89% of 35-54s, 71% of over 55s)
- Kidulthood (64% of 15-24s, 56% of 25-34s, 43% of 35-44s, 24% of 45-54s, 13% of over 55s)

¹² 15-17 year olds excluded from this calculation, as they were only presented with 23 of the 25 film titles.

- The Girl with the Dragon Tattoo (86% of 18-34s, 80% of 35-44s, 77% of 45-54s, 70% of over 55s)
- The Lives of Others (25% of under 45s, 18% of 45-54s, 12% of over 55s)

The proportion that had heard of the following films peaked among 25-34 year olds or 35-44 year olds, and then decreased with age:

- American Gangster (75% of 18-24s, 80% of 25-34 years, 69% of 35-44 years, 46% of over 55s)
- Crouching Tiger Hidden Dragon (75% of 15-24s, 90% of 25-34 years, 84% of 35-54 years, 73% of over 55s)
- Cinema Paradiso (21% of 15-24s, 38% of 25-34s, 52% of 35-44s, 45% of 45-54s, 36% of over 55s)
- Amelie (61% of 15-24s, 82% of 25-34s, 71% of 35-44s, 63% of 45-54s, 47% of over 55s)
- Pan's Labyrinth (67% of 15-24s, 76% of 25-34s, 67% of 35-44s, 57% of 45-54s, 37% over 55s)
- Dirty Pretty Things (41% of 15-24s, 57% of 25-34s, 49% of 35-44s, 41% of 45-54s, 32% of over 55s)

The proportion that had heard of the following films rose with age:

- Mamma Mia (95% of 15-34s, 98% of over 35s)
- The King's Speech (95% of under 45s, 99% over 45s)
- Calendar Girls (84% of 15-24s, 93% of 25-44s, 98% of over 45s)
- The Godfather (90% of 15-24s, 99% of over 25s)
- Citizen Kane (50% of 15-24s, 73% of 25-34s, 87% of 35-44s, 96% of over 45s)
- The Italian Job (90% of 15-24s, 95% of 25-44s, 99% of over 45s)
- The Lavender Hill Mob (17% of 15-24s, 29% of 25-34s, 57% of 35-44s, 76% of 45-54s, 88% of over 55s)
- Casablanca (78% of 15-24s, 94% of 25-44s, 98% of over 45s)
- Paris Texas (19% of 15-24s, 26% of 25-34s, 42% of 35-54s, drop to 33% of over 55s)
- The Red Shoes (11% of 15-24s, 22% of 25-34s, 34% of 35-44s, 40% of 45-54s, 60% of over 55s)

About four in ten respondents (41%) in the middle age groups (25-54 year olds) had seen 10 or more of the listed films rose with age, more than their younger and older counterparts - 25% of 18-24 year olds and 36% of over 55s.

The over 55s were less likely than others to have *seen* the following films:

- James Bond: Quantum of Solace (42% compared with 59%)

The proportion that had seen the following films decreased with age:

- Harry Potter and the Deathly Hallows (62% of 15-24s, 43% of 25-54s, 30% of over 55s)
- Shrek (93% of 15-24s, 87% of 25-54s, 65% of over 55s)
- Avatar (64% of 15-34s, 48% of 35-54s, 33% of over 55s)
- Shaun of the Dead (70% of under 35s, 61% of 35-44s, 47% of 45-54s, 25% of over 55s)
- Kidulthood (26% of 15-24s, 16% of 25-34s, 9% of 35-44s, 2% of over 45s)

The proportion that had seen the following films peaked among 25-34 year olds or 35-44 year olds, and then decreased with age:

- American Gangster (30% of 18-24s, 38% of 25-34 years, 24% of 35-54 years, 13% of over 55s)

- Crouching Tiger Hidden Dragon (28% of 15-24s, 46% of 25-44 years, 34% of 45-54 years, 26% of over 55s)
- Cinema Paradiso (7% of 15-34s, 18% of 35-44s, 13% of 45-54s, 11% of over 55s)
- Amelie (22% of 15-24s, 36% of 25-34s, 29% of 35-44s, 21% of over 45s)
- The Girl with the Dragon Tattoo (11% of 18-24s, 17% of 25-34s, 13% of 35-44s, 8% of over 45s)
- Pan's Labyrinth (27% of 15-24s, 40% of 25-34s, 31% of 35-44s, 26% of 45-54s, 13% over 55s)
- The Lives of Others (3% of 15-24s, 9% of 25-44s, 3% of over 45s)

The proportion that had seen the following films rose with age:

- Mamma Mia (49% of 15-34s, 54% of over 35s)
- The King's Speech (16% of under 45s, 18% 45-54s, 26% over 55s)
- Calendar Girls (32% of under 35s, 48% of 35-44s, 54% of 45-54s and 59% of over 55s)
- Citizen Kane (9% of 15-24s, 16% of 25-34s, 31% of 35-44s, 47% of 45-54s, 55% of over 55s)
- The Lavender Hill Mob (6% of 15-34s, 28% of 35-44s, 49% of 45-54s, 60% of over 55s)
- Casablanca (12% of 15-24s, 27% of 25-34s, 46% of 35-44s, 68% of 45-54s, 76% of over 55s)
- The Red Shoes (4% of 15-34s, 16% of 35-44s, 31% of over 55s)

The proportion that had seen the following films rose with age, but dropped again for the over 55s:

- The Godfather (33% of 15-24s, 61% of 25-44s, 76% of 45-54s, slight drop to 69% of over 55s)
- The Italian Job (46% of 15-24s, 62% of 25-34s, 76% of 35-44s, 89% of 45-54s, slight drop to 85% of over 55s)
- Paris Texas (4% of 15-34s, 16% of 35-54s, 10% of over 55s)

Analysis by ethnic group (E1)

White respondents were more likely than ethnic minority respondents to have heard of 15 or more of the 25 listed films (78% compared with 66%).

White respondents were more likely than ethnic minority respondents to have heard of the following films:

- Harry Potter and the Deathly Hallows (98% compared with 94%)
- Shrek (99% compared with 96%)
- Mamma Mia (98% compared with 94%)
- The King's Speech (97% compared with 90%)
- Calendar Girls (95% compared with 78%)
- The Godfather (97% compared with 93%)
- Citizen Kane (84% compared with 59%)
- The Italian Job (97% compared with 84%)
- The Lavender Hill Mob (59% compared with 21%)
- Casablanca (94% compared with 81%)
- The Red Shoes (37% compared with 17%)

Ethnic minority respondents were more likely than white respondents to have heard of the following films:

- American Gangster (83% compared with 64%)
- Kidulthood (60% compared with 36%)
- The Lives of Others (28% compared with 19%)
- Another Year (28% compared with 19%)

White respondents were more likely than ethnic minority respondents to have seen 10 or more of the 25 listed films (37% compared with 29%).

White respondents were more likely than ethnic minority respondents to have seen the following films:

- Calendar Girls (48% compared with 26%)
- Citizen Kane (35% compared with 23%)
- The Italian Job (75% compared with 51%)
- The Lavender Hill Mob (34% compared with 10%)
- Casablanca (51% compared with 27%)
- The Red Shoes (17% compared with 5%)

Ethnic minority respondents were more likely than white respondents to have seen the following films:

- James Bond: Quantum of Solace (64% compared with 54%)
- American Gangster (42% compared with 23%)
- Shrek (89% compared with 82%)
- Avatar (65% compared with 49%)
- Kidulthood (30% compared with 9%)
- Crouching Tiger Hidden Dragon (47% compared with 34%)
- The Lives of Others (9% compared with 5%)

Analysis by region (E1)

London residents were more likely than others to have heard of at least 20 of the 25 listed titles (42% compared with 30% elsewhere in the UK), and were more likely than others to have *seen* at least 10 of the 25 listed titles (43% compared with 35% elsewhere in the UK).

London residents were less likely than others living elsewhere in the UK to have heard of the following films:

- Shaun of the Dead (80% compared with 86%)
- Calendar Girls (90% compared with 94%)

London residents were more likely than others living elsewhere in the UK to have heard of:

- Kidulthood (51% compared with 35%)
- Cinema Paradiso (53% compared with 36%)
- Paris Texas (43% compared with 31%)
- Dirty Pretty Things (52% compared with 42%)
- Another Year (31% compared with 17%)
- The Lives of Others (28% compared with 19%)

Respondents in London and Scotland were more likely than others to have heard of:

- Amelie (74% in London, 70% in Scotland and 61% elsewhere in the UK)

Respondents in the South West and South East (excluding London) were the most likely to have heard of:

- Crouching Tiger Hidden Dragon (85% compared with 78% elsewhere in the UK)

Northern Ireland residents were less likely than others to have heard of:

- The Lavender Hill Mob (41% compared with 58% elsewhere in the UK)
- The Red Shoes (20% compared with 37% elsewhere in the UK)

London residents were less likely than others living elsewhere in the UK to have *seen* the following films:

- Mamma Mia (45% compared with 54%)
- Calendar Girls (37% compared with 48%)

London residents were more likely than others living elsewhere in the UK to have *seen* the following films:

- The King's Speech (26% compared with 18%)
- Kidulthood (16% compared with 9%)
- Citizen Kane (41% compared with 33%)
- The Lives of Others (13% compared with 4%)
- Paris Texas (16% compared with 9%)
- Dirty Pretty Things (10% compared with 4%)
- Another Year (5% compared with 2%)

London residents were more likely than others living elsewhere in England to have seen:

- The Godfather (70% compared with 58%)

Residents of London and Scotland were more likely than others to have seen:

- Crouching Tiger Hidden Dragon (44% in London, 41% in Scotland and 33% elsewhere in UK)
- Cinema Paradiso (25% in London, 16% in Scotland and 9% elsewhere in the UK)
- Amelie (34% in London, 30% in Scotland and 23% elsewhere in the UK)

Analysis by family status (E1)

Respondents living with children under 14 were more likely than others to have seen:

- Shrek (92% compared with 79%)
- Kidulthood (13% compared with 8%).

Those living with children under 14 were less likely than others to have seen:

- The King's Speech (14% compared with 22%)
- Calendar Girls (39% compared with 49%)
- Citizen Kane (23% compared with 39%)
- The Italian Job (69% compared with 75%)
- The Lavender Hill Mob (18% compared with 39%)
- Casablanca (35% compared with 55%)
- The Red Shoes (8% compared with 18%)

Those living with children aged between 6 and 14 were more likely than others to have seen:

- Harry Potter and the Deathly Hallows (61% of those living with 10-14 year olds, 54% of those living with 6-9 year olds and 40% of other respondents)
- Avatar (61% compared with 53% of those living with younger children and 47% of those living with no children under 15).

Respondents living with children under 6 were more likely than others to have seen:

- Shaun of the Dead (66% compared with 55% of those living with children aged 10-14 and 49% of those with no children under 15)

Respondents living with children under 6 were less likely than others to have seen:

- Mamma Mia (45% compared with 53%)

Excluding those aged under 18, respondents living with children under 6 were more likely than others to have *heard of*:

- American Gangster (74% compared with 64%).

Analysis by household income (E1)

The higher the household income, the more likely the respondent was to have heard of 20 or more of the 25 listed films (27% of those with incomes of less than £20,000, 34% of those with incomes between £20,000 and £39,999 and 39% of those with incomes of £40,000 or more). The pattern was similar in relation to seeing films – the higher the income, the more likely the respondent was to have seen 10 or more of the listed films (31%, 38% and 45% respectively of the three income groups).

Income level made no difference to the proportion of respondents that had seen the following films:

- American Gangster
- Another Year
- Casablanca
- Citizen Kane
- Dirty Pretty Things
- Pan's Labyrinth
- The Italian Job
- The Lavender Hill Mob
- The Red Shoes

The higher the household income, the more likely the respondent was to have seen the following films:

- Amelie (21% of those with incomes under £20,000, 26% of those with incomes of £20,000 - £39,999, 33% of those with incomes of £40,000 or more)
- Avatar (44%, 51%, 56%)
- Calendar Girls (40%, 45%, 54%)
- Cinema Paradiso (8%, 11%, 18%)
- Crouching Tiger Hidden Dragon (32%, 37%, 42%)
- Harry Potter and the Deathly Hallows (38%, 43%, 49%)
- James Bond: Quantum of Solace (45%, 57%, and 66%)
- Mamma Mia (46%, 51%, 58%)
- Paris Texas (9%, 10%, 15%)
- Shaun of the Dead (49%, 53%, 60%)
- Shrek (79%, 83%, 86%)
- The Girl with the Dragon Tattoo (8%, 10%, 15%)
- The Godfather (59%, 62%, 67%)
- The King's Speech (13%, 20%, 27%)
- The Lives of Others (3%, 6%, 9%)

Those on lower incomes were more likely to have seen the following film:

- Kidulthood (14% of those with incomes under £20,000, 9% of those with incomes of £20,000 - £39,999, and 7% of those with incomes of £40,000 or more)

Recognition of named films (E1)

The higher the qualification level, the more likely the respondent was to have heard of 20 or more of the 25 listed films (18% of the unqualified, compared with 21% of those with GCSEs or equivalent, 32% of those with A levels or equivalent and 43% of those with degree level qualifications). There was a similar pattern in relation to the number of films seen – 24% of those without qualifications and 23% of those with GCSE level qualifications had seen 10 or more of the 25 listed films, compared with 38% of those with A levels or equivalent and 48% of those with degree level qualifications.

Highest qualification level made no difference to the proportion of respondents that had seen the following films:

- Harry Potter and the Deathly Hallows
- American Gangster
- Shrek
- Avatar
- Mamma Mia
- Kidulthood
- Another Year

The better the qualification, the higher the proportion that had seen the following films:

- The King's Speech (8% of those with no qualifications, 13% of those with GCSEs or equivalent, 15% of those with A levels or equivalent, 28% of those with degree level qualifications)
- Calendar Girls (38%, 42%, 46%, 53%)
- Crouching Tiger, Hidden Dragon (23%, 28%, 35%, 44%)
- Amelie (9%, 14%, 24%, 38%)
- Pan's Labyrinth (18%, 20%, 25%, 32%)
- The Godfather (52%, 56%, 60%, 67%)

Whether or not a respondent had a degree level qualification affected the proportion that had seen the following films:

- James Bond: Quantum of Solace (48% none, 49% GCSE, 52% A level, 61% degree)
- Cinema Paradiso (4%, 5%, 7%, 20%)
- The Girl with the Dragon Tattoo (6%, 7%, 10%, 15%)
- Citizen Kane (27%, 27%, 28%, 44%)
- The Italian Job (72%, 71%, 69%, 78%)
- Lavender Hill Mob (31%, 31%, 26%, 39%)
- Casablanca (43%, 46%, 46%, 55%)
- The Lives of Others (1%, 3%, 2%, 9%)
- Paris Texas (6%, 7%, 8%, 14%)
- The Red Shoes (14%, 13%, 14%, 20%)
- Dirty Pretty Things (3%, 2%, 5%, 8%)

Those with A level qualifications or higher were more likely than those with GCSE level or none to have seen the following film:

- Shaun of the Dead (49% none, 45% GCSE, 56% A level, 56% degree)

Analysis by level of film interest (E1)

Not surprisingly, respondents who were very interested in film generally were more likely than others to have heard of at least 20 of the 25 listed titles (43% compared with 29% of the fairly interested and 13% of respondents who were not interested in film). Those who were very interested in film were also more likely than others to have *seen* at least 10 of the 25 listed titles (51% compared with 32% of the fairly interested and 12% of the un-interested).

As the following table shows, respondents who were very interested in film generally were more likely than others to have heard of most of the listed film titles, although the differences were not very marked for some of the more popular recent films such as Quantum of Solace, Harry Potter and the Deathly Hallows, Shrek, Avatar, Mamma Mia and The King’s Speech.

The exceptions, where level of general film interest made no difference to the likelihood of having heard of a film, were Calendar Girls, The Godfather, Citizen Kane, The Italian Job, Casablanca and The Red Shoes – all but the first of which were made in the 1970s or earlier.

Another exception to the rule was The Lavender Hill Mob – respondents who had no interest in film generally were more likely to have heard of this film than those who were generally fairly or very interested in film.

*Question E1 Recognition of named films by Interest in Film
(Base: Respondents who watch films)*

% heard of the following films	How interested in films		
	Very	Fairly	Not
	%	%	%
Shrek (2001)	100	98	97
Avatar (2009)	99	98	94
Harry Potter and the Deathly Hallows (2010)	99	97	95
Mamma Mia (2008)	99	97	94
The King’s Speech (2010)	99	96	96
James Bond: Quantum of Solace (2008)	97	93	84
Shaun of the Dead (2004)	94	85	69
Crouching Tiger Hidden Dragon (2000)	88	79	65
The Girl with the Dragon Tattoo (2009)	87	78	59
American Gangster (2007)	81	63	36
Amelie (2001)	76	60	42
Pan’s Labyrinth (2006)	75	54	31
The Lavender Hill Mob (1951)	52	59	64
Dirty Pretty Things (2002)	54	41	25
Cinema Paradiso (1988)	47	36	26
Kidulthood (2006)	52	33	16
Paris Texas (1984)	38	32	22
The Lives of Others (2006)	28	18	8
Another Year (2010)	26	17	9
Unweighted base	738	966	306
Weighted base	743	960	308

As the following table shows, respondents who were very interested in film generally were more likely than others to have *seen* most of the listed film titles, although the differences were not very marked for Mamma Mia, Calendar Girls and The Italian Job.

The exceptions, where level of general film interest made no difference to the likelihood of having seen a film, were Casablanca and The Red Shoes.

And again, respondents who had no interest in film generally were slightly more likely to have seen The Lavender Hill Mob than those who were generally fairly or very interested in film.

*Question E1 Proportion who had seen named films by Interest in Film
(Base: Respondents who watch films)*

% seen the following films	How interested in films		
	Very	Fairly	Not
	%	%	%
Shrek (2001)	91	81	68
The Italian Job (1969)	73	75	68
The Godfather (1972)	69	61	43
Shaun of the Dead (2004)	68	48	25
James Bond: Quantum of Solace (2008)	68	53	28
Avatar (2009)	67	45	22
Mamma Mia (2008)	55	54	40
Harry Potter and the Deathly Hallows (2010)	53	41	25
Calendar Girls (2003)	51	45	40
Crouching Tiger Hidden Dragon (2000)	48	32	15
Pan's Labyrinth (2006)	40	20	10
Citizen Kane (1941)	38	33	27
American Gangster (2007)	37	20	8
Amelie (2001)	36	21	12
The Lavender Hill Mob (1951)	30	34	37
The King's Speech (2010)	24	19	9
Cinema Paradiso (1988)	17	9	3
The Girl with the Dragon Tattoo (2009)	16	8	2
Kidulthood (2006)	16	8	3
Paris Texas (1984)	14	9	5
The Lives of Others (2006)	9	4	<0.5
Dirty Pretty Things (2002)	9	3	2
Another Year (2010)	3	2	<0.5
Unweighted base	738	966	306
Weighted base	743	960	308

Perceived origin of named films – British vs. American (F1)

Respondents were asked to indicate how British or American they thought particular named films were. They were given a scale from 1 to 7, where 1 was 'Entirely British', 4 was 'Equally British and American' and 7 was 'Entirely American'.

The table below shows the average position on this scale given to the listed films. The films most likely to be perceived as 'British' were Wallace & Gromit (average position on scale: 1.68), Harry Potter and the Philosopher's Stone (2.11) and Bridget Jones (2.70), and the film most likely to be perceived as 'American' was The Da Vinci Code (5.55).

All the other films had an average position on the scale that was less than 4, i.e. on the whole, they tended to be perceived as more British than American.

Question F1 Perceived origin of named films – British vs. American

(Base: Respondents who watch films - unweighted base: 2014, weighted base: 2015)

	Average position on scale	Neither British nor American	Don't Know
Wallace & Gromit: The Curse of the Were-Rabbit (2005)	1.68	1%	7%
Harry Potter and the Philosopher's Stone (2001)	2.12	1%	4%
Bridget Jones (2001)	2.70	1%	4%
Lawrence of Arabia (1962)	3.05	4%	17%
Mary Poppins (1964)	3.06	1%	4%
Casino Royale (2006)	3.24	1%	5%
Chronicles of Narnia – the Voyage of the Dawn Treader (2010)	3.40	2%	11%
Lord of the Rings – the Return of the King (2003)	3.43	13%	8%
Braveheart (1995)	3.90	2%	6%
The Da Vinci Code (2006)	5.55	2%	8%

In the demographic analysis that follows, it seems likely that some of the differences will be due to level of familiarity with the named films.

Analysis by gender (F1)

On average, women placed the following films further towards the British end of the scale than men:

- Braveheart (mean score 3.75 compared with 4.06)
- Bridget Jones' Diary (2.55 compared with 2.85)
- Chronicles of Narnia (3.22 compared with 3.59)
- The Da Vinci Code (5.44 compared with 5.65)
- Harry Potter and the Philosopher's Stone (2.02 compared with 2.22)
- Mary Poppins (2.84 compared with 3.27)

But women placed the following film further towards the American end of the scale than men:

- Lawrence of Arabia (3.28 compared with 2.83)

Analysis by age (F1)

On average, older respondents placed the following films further towards the British end of the scale than younger respondents:

- Casino Royale (3.45 for 15-34 year olds, 3.12 for over 35s)
- Chronicles of Narnia (3.74 for 15-34 year olds, 3.23 for over 35s)
- Lawrence of Arabia (3.73 for 15-34 year olds, 3.18 for 35-44s, 3.01 for 45-54s, 2.45 for over 55s)

On average, the 25-34 or 25-44 year olds tended to place the following films further away from the British end of the scale than the younger and older age groups:

- The Da Vinci Code (5.58 for 15-24s, 5.85 for 25-34s, 5.75 for 35-44s, 5.56 for 45-54s, 5.17 for over 55s)
- Harry Potter and the Philosopher's Stone (2.23 for 15-24s, 2.50 for 25-34s, 2.06 for 35-44s, 1.96 for 45-54s, 1.95 for over 55s)
- Lord of the Rings (3.87 for 15-24s, 4.29 for 25-34s, 3.51 for 35-44s, 3.01 for 45-54s, 2.89 for over 55s)

The over 55s gave a less British rating to the following film than younger respondents:

- Mary Poppins (3.51 compared with 2.88 for 15-54s)

Analysis by ethnic group (F1)

White respondents tended to give a more British rating than ethnic minority respondents to the following films:

- Lawrence of Arabia (3.02 compared with 3.49)
- Wallace and Gromit – the Curse of the Were Rabbit (1.63 compared with 2.60)

Analysis by region (F1)

London residents tended to give a less British rating to the following films than respondents elsewhere in the UK:

- Wallace and Gromit – The Curse of the Were Rabbit (1.98 compared with 1.64)
- Braveheart (4.20 compared with 3.86)

Analysis by level of film interest (F1)

Respondents who were interested in film generally tended to give a less British rating to the following films than respondents who were not interested in film:

- Chronicles of Narnia (3.58 for the very interested, 3.29 for the fairly interested, 3.27 for the un-interested)
- The Da Vinci Code (5.76 for the very interested, 5.46 for the fairly interested, 5.24 for the un-interested)
- Harry Potter and the Philosopher's Stone (2.26 for the very interested, 2.05 for the fairly interested, 2.00 for the un-interested)
- Lord of the Rings (3.69 for the very interested, 3.32 for the fairly interested, 3.13 for the un-interested)

Analysis by most commonly watched film type (F1)

Respondents watching mainly blockbusters tended to give the following films a more British rating than those watching mainly other types of film:

- Wallace and Gromit – The Curse of the Were Rabbit (1.57 compared with 1.81)
- Mary Poppins (2.87 compared with 3.28)

Those watching mainly blockbusters or animated films tended to give the following film a more British rating than other respondents:

- Braveheart (3.79 for blockbuster and animation watchers, 4.23 for watchers of other mainstream films, independent or foreign language films)

Those mainly watching independent or foreign language films tended to give the following film a less British rating than those watching mainly blockbusters, other mainstream films or animations:

- Harry Potter and the Philosopher’s Stone (2.61 compared with 2.13)

Perceived origin of films – British vs. Other nationality (F2)

Respondents were shown another list of films, and asked to indicate to what extent they thought the films were British or another nationality. Again, they were given a scale from 1 to 7, where 1 was ‘Entirely British’, 4 was ‘Equally British and another nationality’ and 7 was ‘Entirely another nationality’.

The table below shows the average position on this scale given to the listed films. The films most likely to be perceived as ‘British’ were The Full Monty (1.31), Billy Elliott (1.41) and Trainspotting (1.46). St Trinian’s (2.03), Shaun of the Dead (2.24) and East is East (2.41) were also strongly perceived to be largely British films. The other films had an average position on the scale that was greater than 4, sometimes considerably so, and on the whole were perceived as films of other nationalities.

Question F2 Perceived origin of named films – British vs. Other nationality

(Base: Respondents who watch films - unweighted base: 2014, weighted base: 2015)

	Average position on scale	Don’t Know
The Full Monty (1997)	1.31	6%
Billy Elliott (2000)	1.41	6%
Trainspotting (1996)	1.46	9%
St Trinian’s (2007)	2.03	11%
Shaun of the Dead (2004)	2.24	20%
East is East (1999)	2.41	23%
Slumdog Millionaire (2008)	4.51	8%
The Lives of Others (2006)	5.14	67%
Saving Private Ryan (1998)	5.86	8%
Crouching Tiger Hidden Dragon (2000)	6.11	24%

In the demographic analysis that follows, it seems likely that some of the differences will be due to level of familiarity with the named films.

Analysis by gender (F2)

There were no significant differences by gender.

Analysis by age (F2)

Older respondents tended to give a more British rating to the following films than younger respondents:

- Billy Elliot (1.58 for 15-34s, 1.41 for 35-44s, 1.29 for over 45s)
- Slumdog Millionaire (4.93 for 15-24s, 4.85 for 25-34s, 4.32 for over 35s)
- The Full Monty (1.64 for 15-24s, 1.40 for 25-34s, 1.29 for 35-44s, 1.14 for 45-54s, 1.19 for over 55s)

Older respondents gave a *less* British rating to the following film than younger respondents:

- Saving Private Ryan (5.29 for 15-24s, 5.81 for 25-34s, 5.90 for 35-44s, 6.05 for over 45s)

For the following films, 25-34 year olds placed them further away from the British end of the scale than 15-24 year olds. But above that age, older respondents tended to give an increasingly more British rating:

- Crouching Tiger Hidden Dragon (6.08 for 15-24s, 6.43 for 25-34s, 6.12 for 35-54s, 5.91 for over 55s)
- St Trinians (2.19 for 15-24s, 2.70 for 25-34s, 2.24 for 35-44s, 1.91 for 45-54s, 1.52 for over 55s)

For the following films, within the 15-54 age range, the older respondents tended to give an increasingly more British rating. This pattern stopped with the over 55s who gave a less British rating than younger respondents :

- East is East (2.69 for 15-24s, 2.34 for 25-34s, 2.00 for 35-44s, 2.18 for 45-54s, 2.81 for over 55s)
- Trainspotting (2.04 for 15-24s, 1.69 for 25-34s, 1.42 for 35-44s, 1.36 for 45-54s, 2.01 for over 55s)

The 25-34 year olds placed the following film nearer the British end of the scale than 15-24 year olds. But above that age, older respondents tended to give an increasingly *less* British rating:

- Shaun of the Dead (2.12 for 15-24s, 1.78 for 25-34s, 1.92 for 35-44s, 2.25 for 45-54s, 3.03 for over 55s)

Analysis by ethnic group (F2)

White respondents gave the following films a more British rating than ethnic minority respondents:

- Billy Elliot (1.38 compared with 1.98)
- Shaun of the Dead (2.22 compared with 2.56)
- St Trinian's (2.01 compared with 2.49)
- The Full Monty (1.28 compared with 1.83)
- Trainspotting (1.43 compared with 2.05)

Analysis by region (F2)

London residents gave the following films less British ratings than respondents elsewhere in the UK:

- Billy Elliot (1.55 compared with 1.40)
- The Full Monty (1.48 compared with 1.28)

Respondents in the Midlands/East Anglia gave the following film a more British rating than respondents elsewhere in the UK:

- East is East (2.12 compared with 2.49)

Scottish residents gave the following film a more British rating than respondents elsewhere in the UK:

- Trainspotting (1.34 compared with 1.59)

Analysis by level of film interest (F2)

Respondents who were very interested in film generally gave the following films a less British rating than other respondents:

- Crouching Tiger, Hidden Dragon (6.31 for the very interested, 6.07 for the fairly interested and 5.86 for the un-interested)
- St Trinian's (2.18 for the very interested, 1.99 for the fairly interested and 1.77 for the un-interested)

Respondents who were very interested in film gave the following films a more British rating than other respondents:

- Shaun of the Dead (1.96 for the very interested, 2.35 for the fairly interested, 2.87 for the un-interested)
- East is East (2.25 for the very interested, 2.51 for the fairly interested, 2.60 for the un-interested)

Analysis by most commonly watched film type (F2)

Respondents watching mainly blockbusters gave a more British rating than other respondents to the following film:

- The Full Monty (1.26 compared with 1.40)

Respondents watching mainly blockbusters and other mainstream films gave the following film a more British rating than those watching mainly independent, foreign language or animated films:

- Billy Elliot (1.38 and 1.42 respectively, compared with 1.67)

Those watching mainly blockbusters and independent films gave a more British rating to the following film than other respondents:

- Shaun of the Dead (2.07 and 1.98 respectively, compared with 2.38)

Those watching mainly independent films gave a more British rating to the following film than other respondents:

- Slumdog Millionaire (3.78 compared with 4.58)

Those watching mainly foreign language films gave a less British rating than other respondents to the following films:

- St Trinian's (2.80 compared with 2.07)
- Trainspotting (2.13 compared with 1.56)

Perceived quality of films of different origins (F3-F4)

Respondents were asked to rate the production and acting quality of Hollywood films, British films, other English language films and non-English language films.

After excluding those who felt that the quality completely depends on the film, or didn't know, production quality of Hollywood films was rated as good by 93% of the sample, 95% for British films, 80% for other English language films and 58% for non English language films.

After excluding those who felt that the quality of the acting completely depends on the actor (c.20% of the sample chose this option) and don't know responses, the acting quality of Hollywood films was rated as good by 87% of the remaining sample, 94% for British films, 76% for other English language films and 61% for non-English language films.

Analysis by gender (F3-F4)

There were no gender differences in perceptions of production quality. But women were slightly more likely than men to give a good rating to the acting quality in Hollywood films (90% compared with 85%) and British films (96% compared with 92%) and other English language films (79% compared with 74%).

Analysis by age (F3-F4)

The over 55s were less likely than younger respondents to give a good rating to the production quality of Hollywood films (89% compared with 94% of the under 55s).

The proportion rating British film production quality as good rose with age from 91% of 15-24 year olds to 95% of 35-54 year olds and 97% of over 55s.

The 25-44 year olds were more likely than others to rate the production quality of non-English language films as good (65% compared with 54% of 15-24 year olds, and 53% of over 45s).

The proportion rating British film acting quality as good rose with age from 92% of under 35s to 94% of 35-54 year olds to 97% of over 55s.

The 25-44 year olds were more likely than others to rate the acting quality of non-English language films as good (67% compared with 61% of 15-24 year olds and 56% of over 45s).

Analysis by ethnic group (F3-F4)

White respondents were more likely than ethnic minority respondents to give a good rating to the production quality of British films (95% compared with 82%).

Ethnic minority respondents were more likely than white respondents to rate Hollywood film acting quality as good (91% compared with 87%), while white respondents were more likely to rate British film acting quality as good (95% compared with 88% of ethnic minority respondents).

Analysis by region (F3-F4)

London residents were more likely than others to rate the production and acting quality of non-English language films as good (68% and 72% respectively, compared with 56% and 59% elsewhere in the UK).

Analysis by level of film interest (F3-F4)

As the following table shows, for each of the three groups - respondents who were very interested in film, those who were fairly interested in film and those who were not interested in film - there was a similar overall pattern in their comparisons of perceived quality between Hollywood, British, other English language and non-English language films.

On the whole, the production qualities of Hollywood and British films were given similar ratings, which were better than the ratings given to the production quality of other English language films, which were better than the ratings given to that of non-English language films.

But the range of ratings varied between the three groups of respondents. Those who were not very interested in film gave the greater range of ratings. For example, 94% of this group rated British film production quality as good. This dropped to 45% for non-English language films. The corresponding drop for the 'very interested in film' group was only from 95% to 69%.

All three groups of respondents rated British film acting as better quality than Hollywood film acting – for those who were interested in film, the difference was only small, but for the un-interested, there was a considerable difference – 90% rated British film acting as good, whereas only 77% rated Hollywood film acting as good.

Again, the range of ratings varied between the three groups of respondents, with those who were not very interested in film giving the greater range of ratings. While 90% of this group rated British film acting as good, this dropped to 44% for non-English language films. This compares with 96% and 73% respectively for respondents who were very interested in film.

*Question F3-4 Perceived quality of films of different origins
(Base: Respondents who watch films)*

% rating the following as good	How interested in films		
	Very	Fairly	Not
	%	%	%
Production quality of Hollywood films	96	92	87
Production quality of British films	95	94	94
Production quality of other English language films	86	77	74
Production quality of non-English language films	69	51	45
Acting quality of Hollywood films	91	88	77
Acting quality of British films	96	94	90
Acting quality of other English language films	82	74	68
Acting quality of non-English language films	73	56	44
Unweighted base	738	966	306
Weighted base	743	960	308

Analysis by most commonly watched film type (F3-F4)

As the following table shows, respondents watching mainly foreign language films were the least likely to give a good rating to Hollywood film production quality.

Respondents watching mainly independent or foreign language films were more likely than others to rate as good the production and acting quality of non-English language films.

Those watching mainly blockbusters or animated films were the most likely to rate as good the acting quality of Hollywood films.

*Question F3-4 Perceived quality of films of different origins
(Base: Respondents who watch films)*

% rating the following as good	Most commonly watched film type				
	Block-busters	Smaller budget main-stream films	Independent films	Foreign lang. films	Ani-mated films
	%	%	%	%	%
Production quality of Hollywood films	96	91	92	79	93
Production quality of British films	96	94	90	88	96
Production quality of other English language films	80	80	82	83	82
Production quality of non-English language films	55	64	74	87	61
Acting quality of Hollywood films	93	82	72	64	87
Acting quality of British films	96	93	89	92	93
Acting quality of other English language films	76	80	74	77	77
Acting quality of non-English language films	58	68	74	86	62
Unweighted base	993	358	111	47	150
Weighted base	993	360	110	47	150

Views about the position of British films in this country (F5)

Respondents were asked to what extent they agreed or disagreed with a number of statements about the position of British films in this country. The responses indicate high levels of support for British films:

- 84% agreed that British films are an important part of British culture (49% strongly agree, 35% tend to agree)
- 88% agreed that it's important for Britain to be able to make British films (58% strongly agree, 29% tend to agree)
- 78% agreed that National Lottery funding of British-made films should continue (48% strongly agree, 29% tend to agree)
- 77% agreed that when British films or film stars win international awards, it helps to foster a sense of national pride (40% strongly agree, 37% tend to agree)
- 56% agreed that too many of the films shown in the UK are American (20% strongly agree, 36% tend to agree)
- 59% agreed that too few of the films shown in the UK are British (22% strongly agree, 36% tend to agree)
- 34% agreed that there are too few non-English language films shown in the UK (11% strongly agree, 23% tend to agree)

Analysis by gender (F5)

Women were slightly more likely than men to think that British films are an important part of British culture (86% compared with 82%) and that it's important for Britain to be able to make British films (90% compared with 85%). They were also more likely than men to agree that it helps to foster a

sense of national pride when British films or film stars win international awards (82% compared with 71%).

However, men were slightly more likely than women to think that too few films shown in the UK are British (61% compared with 56%).

Analysis by age (F5)

As the following table shows, the proportion agreeing that British films are an important part of British culture rose with age, as did the proportions agreeing that it's important for Britain to be able to make British films, that National Lottery funding of British-made films should continue, and that international awards for British films can foster a sense of national pride.

*Question F5 Views about the position of British films in this country
(Base: Respondents who watch films)*

% agreeing with the following statements:	15-24	25-34	35+
	%	%	%
British films are an important part of British culture	75	83	87
It's important for Britain to be able to make British films	80	86	91
National Lottery funding of British-made films should continue	69	76	80
When British films or film stars win international awards, it helps to foster a sense of national pride	68	75	80
Unweighted base	331	339	1344
Weighted base	353	355	1306

The over 55s were more likely than younger respondents to feel that too many of the films shown in the UK are American (62% compared with 53%), while the younger age groups were more likely to feel that too few non-English language films are shown in the UK (40% of the under 35s compared with 26% of the over 35s).

Analysis by ethnic group (F5)

Respondents from ethnic minority groups were considerably more likely to agree that there are too few non-English language films shown in the UK (57% compared with 32% of white respondents), and were less likely to agree that National Lottery funding of British-made films should continue (67% compared with 79%).

Analysis by region (F5)

London residents were the most likely to think that too many films shown in the UK are American (64%), and Scottish residents were the least likely to hold this view (45%), compared with 56% of residents in other parts of the UK.

Respondents from Scotland were also less likely than others to agree that too few films shown in the UK are British (51% compared with 59% of respondents from elsewhere in the UK).

London residents were the most likely to think that too few non-English language films are shown in the UK (46%), while residents in Wales were the least likely to do so (20%), compared with 32% of residents in other parts of the UK.

Analysis by family status (F5)

Respondents living with children under 6 were more likely than others to think that there are too few non-English language films shown in the UK (40% compared with 32%).

Analysis by household income (F5)

The higher the income level, the more likely a respondent was to agree that British films are an important part of British culture, and that when British films win awards it helps to foster a sense of national pride.

Question F5 Views about the position of British films in this country by Household Income (Base: Respondents who watch films)

% agreeing with the following statements	Less than £20,000	£20,000 - £39,999	£40,000 or more
	%	%	%
When British films or film stars win international awards, it helps to foster a sense of national pride	75	76	82
British films are an important part of British culture	82	85	88
Unweighted base	584	650	434
Weighted base	585	654	433

Analysis by educational qualifications attained (F5)

Highest qualification level made no difference to the proportion of respondents who felt that too many of the films shown in the UK are American or that too few are British. However, those with higher qualifications were more likely than those with lesser or no qualifications to feel that there are too few non-English language films shown in the UK.

The better qualified were also more likely to agree that British films are an important part of British culture, and to support the production and Lottery funding of British films, and to feel that awards for British films can enhance feelings of national pride.

Question F5 Views about the position of British films in this country (Base: Respondents who watch films)

% agreeing with the following statements	No quals.	GCSEs or equiv.	A level or equiv.	Degree or equiv.
	%	%	%	%
When British films or film stars win international awards, it helps to foster a sense of national pride	71	75	78	80
British films are an important part of British culture	77	82	82	89
There are too few non-English language films shown in UK	23	23	33	43
It's important for Britain to be able to make British films	82	85	89	91
National Lottery funding of British-made films should continue	73	74	75	83
Unweighted base	255	488	374	818
Weighted base	254	491	377	814

Analysis by level of film interest (F5)

As the following table shows, respondents who were very interested in film generally were the most likely to agree that British films are an important part of British culture, that it's important for Britain to be able to make British films, that Lottery funding of British films should continue and that international awards for British films can foster a sense of national pride. They were also the most likely to say that there were too few non-English language films shown in the UK.

Question F5 Views about the position of British films in this country by Interest in Film (Base: Respondents who watch films)

% agreeing with the following statements:	How interested in films		
	Very	Fairly	Not
	%	%	%
British films are an important part of British culture	88	84	76
It's important for Britain to be able to make British films	91	88	79
National Lottery funding of British-made films should continue	84	76	69
When British films or film stars win international awards, it helps to foster a sense of national pride	82	76	66
There are too few non-English language films shown in the UK	43	29	25
Unweighted base	738	966	306
Weighted base	743	960	308

Analysis by most commonly watched film type (F5)

As the following table shows, respondents who most commonly watched foreign language films were, perhaps not surprisingly, by far the most likely to agree that there are too few non-English language films shown in the UK (74%), followed by those most commonly watching independent films (61%). Respondents who most often watched blockbusters were the least likely to hold this view (29%).

The foreign language film enthusiasts were also by far the most likely to agree that too many films shown in the UK are American (82%), while again the blockbuster enthusiasts were the least likely to agree with this statement (50%) and the least likely to agree that too few of the films shown in the UK are British.

Those most commonly watching foreign language films were less likely than others to agree that international awards for British films leads to a national sense of pride.

The support for the continuation of National Lottery funding was greatest among those who most commonly watched smaller budget mainstream films or independent films.

*Question F5 Views about the position of British films in this country
by Most Commonly Watched film Type
(Base: Respondents who watch films)*

% agreeing with the following statements	Most commonly watched film type				
	Block-busters	Smaller budget main-stream films	Independent films	Foreign lang. films	Ani-mated films
	%	%	%	%	%
National Lottery funding of British-made films should continue	78	84	86	76	82
When British films or film stars win international awards, it helps to foster a sense of national pride	80	83	74	65	80
Too many of the films shown in the UK are American	50	63	68	82	55
There are too few non-English language films shown in the UK	29	41	61	74	37
Too few of the films shown in the UK are British	56	67	66	62	63
Unweighted base	993	358	111	47	150
Weighted base	993	360	110	47	150

Likelihood of watching a film if it's British (F6)

When asked whether they were more or less likely to watch a film it was British, almost half (46%) felt that the nationality made no difference. However, 18% thought they were much more likely to watch a film if it was British, and 32% thought it was a little more likely.

There were no clear differences by age and gender, but responses did vary by ethnic group and region. Compared with the white respondents, a higher proportion of those from an ethnic minority group said that they were less likely to watch a film if it was British (14% compared with 3%).

Respondents from Scotland, Wales and Northern Ireland were more likely to say that nationality made no difference to the likelihood of them watching a particular film (56% compared with 44% of respondents from England). A significantly lower proportion of those in Wales and Northern Ireland said that they were more likely to watch a film if it was British (37% compared with 45% in Scotland and 52% in England).

There was no clear difference in the responses to this question by general level of film interest. However, there were differences by most commonly watched film type. Those who most commonly watched blockbusters were more likely than others to say that nationality made no difference to the likelihood of them watching a film (50% compared with 37% of those most commonly watching other types of film).

Watching British films (F7)

Almost nine in ten respondents (86%) had watched a British film in the past 12 months. Just under half (48%) had watched a British film at the cinema in the last 12 months. Higher proportions had done so on television (81%) or on DVD or Blu-ray (60%). 14% of respondents had watched a British film on a plane in the last 12 months, 14% had done so by downloading it off the internet, and 4% had watched one on a mobile device¹³.

Demographic analysis of British film-watching across the different media largely follows the pattern of *general* film-watching across different media.

Analysis by gender (F7)

Men were slightly more likely than women to have watched a British film by downloading or streaming it from the internet or on a mobile device (17% and 6% respectively, compared with 12% and 3%).

Analysis by age (F7)

The 15-24 year olds were slightly less likely to have watched a British film on any medium in the past year (81% compared with 87% of other age groups), probably due to the fact that they were less likely than older respondents to have watched a British film on television in the past year (72% compared with 83%). However, they were the most likely to have done so at the cinema (55% compared with 50% of 25-44 year olds and 44% of over 45s).

25-34 year olds were the most likely to have watched a British film on DVD or Blu-Ray (71% compared with 64% of 15-24 year olds, 63% of 35-54 year olds and 45% of over 55s).

The proportion watching British films online in the past year decreases with age from 25% of under 35s to 17% of 35-44 year olds, 8% of 45-54 year olds and 4% of over 55s. The over 55s were also the least likely to have watched a British film on a mobile device (1% compared with 5% of younger age groups).

Analysis by ethnic group (F7)

Ethnic minority respondents were more likely than white respondents to have watched British films online and on mobile devices (31% and 12% respectively, compared with 13% and 4%). They were also more likely to have watched a British film on a plane in the past year (23% compared with 13%).

Analysis by region (F7)

Residents of London and Scotland were more likely than others to have watched British films at the cinema in the past year (54% and 56% respectively, compared with 47% of residents in other parts of England and Northern Ireland and 40% in residents of Wales).

Respondents living in London and Scotland were also the most likely to have downloaded or streamed British films from the internet (21% and 19%, compared with 13% of respondents living elsewhere in the UK). And London residents were more likely than others to have watched a British film on a mobile device or on a plane (8% and 19% respectively compared with 4% and 13% of other UK residents).

¹³ The survey did not include a similarly worded question about watching *any* films in the past 12 months, with which to compare these patterns.

Analysis by level of film interest (F7)

As might be expected, the proportion watching British films, on any medium, in the past year was correlated with their general level of interest in film. As the following table shows, those who were very interested in film generally were more likely than others to have watched British films in the last 12 months.

*Question F7 British film watching in past 12 months by Interest in Film
(Base: Respondents who watch films)*

% watching British films in the past year:	How interested in films		
	Very	Fairly	Not
	%	%	%
At the cinema	58	48	26
On television	87	80	68
On DVD or Blu-Ray Disc	75	57	33
By downloading or streaming off the internet	21	13	4
On a mobile device	6	3	1
On a plane	16	13	10
On any medium	92	86	74
Unweighted base	738	966	306
Weighted base	743	960	308

Analysis by most commonly watched film type (F7)

As the table below shows, respondents who most commonly watched smaller budget mainstream or independent films were slightly more likely than others to have watched a British film on any medium, and at the cinema.

Those mainly watching blockbusters, other mainstream films and independent films were more likely than those most often watching foreign language films or animated films to have watched a British film on television in the past year.

The independent film watchers were the most likely to have seen a British film in the past year on DVD or Blu-Ray disc. And those most often watching independent or foreign language films were the most likely to have downloaded or streamed a British film from the internet in the last year.

*Question F7 British film watching in past 12 months by Most Commonly Watched Film Type
(Base: Respondents who watch films)*

% watching British films in the past year:	Most commonly watched film type				
	Block-busters	Smaller budget main-stream films	Indepen-dent films	Foreign lang. Films	Ani-mated films
	%	%	%	%	%
At the cinema	53	59	61	47	37
On television	84	85	89	74	77
On DVD or Blu-Ray Disc	65	64	74	57	62
By downloading or streaming off the internet	15	15	26	30	17
On a mobile device	4	3	6	11	11
On a plane	15	16	19	22	11
On any medium	88	92	93	85	83
Unweighted base	993	358	111	47	150
Weighted base	993	360	110	47	150

Last British film watched (F8)

All those who had watched a British film in the last 12 months were asked to name the last such film they had seen. The most commonly identified British films are listed below.

*Question F7 British film watching in past 12 months by Most Commonly Watched Film Type
(Base: Respondents who had watched a British film in past 12 months)*

	%
The King's Speech	15
Harry Potter (one of the films)	10
Shaun of the Dead	3
The Full Monty	3
Hot Fuzz	2
Slumdog Millionaire	2
Bridget Jones' Diary	2
This is England	1
Harry Brown	1
Billy Elliot	1
East is East	1
Trainspotting	1
Run Fatboy Run	1
The Italian Job	1
Notting Hill	1
Love Actually	1
Calendar Girls	1
Paul	1
Four Lions	1
Four Weddings and a Funeral	1
Made in Dagenham	1
St Trinians	1
Mamma Mia	1
Lock, Stock and Two Smoking Barrels	1
Quantum of Solace	1
Unweighted base	1733
Weighted base	1732

Analysis by gender (F8)

Women were slightly more likely than men to name The King's Speech (17% compared with 13%), Bridget Jones' Diary (3% compared with 1%) and Mamma Mia (1% compared with <0.5%), while men were slightly more likely than women to name The Italian Job (2% compared with <0.5%).

Analysis by age (F8)

Over 55s were more likely than younger respondents to name The King's Speech (25% compared with 12% of 15-54 year olds) and Calendar Girls (2% compared with <0.5%), and less likely to name Shaun of the Dead (1% compared with 4%) and Paul (0% compared with 1%).

Harry Potter films were most commonly named by the 15-24 year olds (15% compared with 9% of the over 25s).

Analysis by ethnic group (F8)

White respondents were more likely than ethnic minority respondents to name *The King's Speech* as the last British film they had seen (16% compared with 8%), but were less likely to name *Slumdog Millionaire* (2% compared with 7%) or *East is East* (1% compared with 3%).

Analysis by region (F8)

Billy Elliot, *Trainspotting* and *Four Lions* were slightly more likely to be named as the most recent British film watched by residents of Scotland (4%, 3% and 2% respectively) than by respondents from elsewhere in the UK (1%).

Analysis by level of film interest (F8)

Those who were generally interested in film were more likely than others to name *The King's Speech* as the most recent British film they had watched (16% compared with 9% of respondents who weren't very interested in film).

Those who were very interested in film were slightly more likely to name *Harry Brown*, *Four Lions* and *Paul* (2%, 2% and 1% respectively, compared with 1%, <0.5% and <0.5% of the fairly or uninterested).

Respondents who were not generally interested in film were slightly more likely than others to have named *Mamma Mia* as the last British film they had watched (2% compared with <0.5% of those who were very or fairly interested in film).

How true to life was the last British film? (F9)

Those who were able to name the last British film they had watched were asked to what extent the film had portrayed a true to life picture of Britain. 18% thought that it portrayed a 'very true to life' picture of Britain, 31% thought it was 'fairly true to life', 15% 'not very true to life' and 7% 'not at all true to life'. A further 28% could not answer this question in relation to the particular film they had watched.

Analysis by demographics (F9)

There were no clear differences by gender, region or ethnic group. However, 15-24 year olds were less likely than older respondents to feel the film had portrayed a 'true to life' picture of Britain (41% compared with 51%).

Analysis by level of film interest (F9)

Those who were very interested in film generally were more likely than others to feel that the recent British film they had watched was true to life (54% compared with 48% of the fairly interested and 38% of the un-interested).

Analysis by most commonly watched film type (F9)

Those who mostly watched blockbusters were the least likely to think the last British film they watched was true to life (47% compared with 57% of respondents mainly watching other film types).

The importance of film giving a true to life picture in Britain (F10a)

Asked about British films more generally, about two-thirds of respondents (65%) thought it was important that British films should give a picture of life in Britain that is true to life (24% very important, 41% fairly important).

There was no clear difference by gender or ethnic group. However, there were differences by age and region. 15-24 year olds were the least likely to feel this way (56% compared with 66% of over 25s), and residents of Northern Ireland were less likely than other UK residents to give this view (47% compared with 65%).

There were no differences by level of general film interest or by most commonly watched film type.

Level of interest in stars of film, television, music and sport (F10b)

Respondents tended to be slightly more interested in the success of British film than in the success of British television, music or sport. There was considerably less interest in the success of American film.

- 70% were interested when British films or film stars are successful or win awards (24% very interested, 46% fairly interested)
- 66% were interested when British TV programmes or stars are successful or win awards (21% very interested, 46% fairly interested)
- 64% were interested when British musicians are successful or win awards (20% very interested, 44% fairly interested)
- 60% were interested when British sports stars are successful or win awards (24% very interested, 36% fairly interested)
- 41% were interested when American films or film stars are successful or win awards (7% very interested, 34% fairly interested)

Analysis by gender (F10b)

As the table below shows, women were more interested than men in the success of British film, music and sport and American film. They were no more or less likely to be interested in British sporting success.

*Question F10b Interest in success of film, television and music by Gender
(Base: All respondents)*

% interested when...	Men	Women
	%	%
... British films or film stars are successful or win awards	65	75
... American films or film stars are successful or win awards	34	47
... British TV programmes or TV stars are successful or win awards	61	71
... British musicians are successful or win awards	57	70
Unweighted base	990	1046
Weighted base	1007	1029

Analysis by age (F10b)

15-24 year olds were less likely than older respondents to be interested when British films or TV programmes or their stars are successful (62% and 59% respectively compared with 71% and 68% of over 25s). Together with the 25-34 year olds, they were also less likely to be interested in the success of British sports stars (51% of 15-24 year olds and 55% of 25-34 year olds, compared with 64% of over 35s).

The pattern was different in relation to American films; the over 55s were less likely than other age groups to be interested when American films or film stars were successful (31% compared with 44% of under 55s).

Analysis by ethnic group (F10b)

Although there was no overall difference between white and other respondents in the proportion that were interested in the success of British films or film stars, there was a difference in the proportion that was 'very' interested: 33% of ethnic minority respondents, compared with 23% of white respondents. There was a similar pattern for British sports stars – 36% of ethnic minority respondents were very interested when they were successful compared with 24% of white respondents.

Ethnic minority respondents were considerably more likely than white respondents to be interested in the success of American films and film stars (62% compared with 39%), with 21% of ethnic minority respondents being 'very' interested, compared with only 6% of their white counterparts.

Analysis by region (F10b)

Although there was no overall difference in the proportion that were interested in the success of British films or film stars, residents in Scotland and Northern Ireland were more likely to say that they were 'not at all interested' in this success (14% compared with 7% in England and Wales). There was a similar pattern for Scottish residents in relation to British TV programmes (13% were 'not at all interested', compared with 8% in the rest of the UK).

London residents were more likely than those in other parts of England to be interested when American films or their stars were successful (47% compared with 39%).

Analysis by level of film interest (F10b)

The greater the general level of interest in film, the more likely a respondent was to find it interesting when British films or film stars are successful or win awards (82% of the 'very' interested, 68% of the 'fairly' interested and 50% of the un-interested). As the following table shows, this pattern is repeated in relation to American films and British television, music and sport.

*Question F10b Interest in success of film, television, music and sport by Interest in Film
(Base: All respondents)*

% interested when...	How interested in films		
	Very	Fairly	Not
	%	%	%
... British films or film stars are successful or win awards	82	68	50
... American films or film stars are successful or win awards	58	36	14
... British TV programmes or TV stars are successful or win awards	78	64	49
... British musicians are successful or win awards	74	62	47
... British sports stars are successful or win awards	66	60	46
Unweighted base	738	968	324
Weighted base	743	962	325

Analysis by most commonly watched type (F10b)

Level of interest in the success of British or American films did not vary by most commonly watched film genre. However, respondents who mainly watched blockbusters or other smaller budget mainstream films were more likely than those mainly watching independent, foreign language or animated films to be interested when British TV programmes or stars were successful (71% compared with 61%). There was a similar pattern in relation to the success of British sports stars (65% compared with 53%).

Opinions about the setting and content of British films (F10c)

As the table below shows, a third of respondents (33%) felt that there are too many British films set in London, and a similar proportion (34%) that there are too many British films telling stories about rich and privileged people living in London and the home counties.

Correspondingly, between a quarter and a third of respondents felt that there are too few British films set in the various regions and nations of the UK, outside London.

Over a third of respondents felt that there are too few British films set in the part of the country where they live (40%) or telling stories about people just like them (34%).

Between a quarter and a third of respondents felt that there are too few British films that tell stories about ordinary people, or people on the margins of society.

26% felt that there are too few British films featuring Black or Asian actors, and 40% felt that there are too few films portraying disabled people.

*Question F10c Opinions about setting and content of British films
(Base: All respondents – unweighted base: 2036, weighted base: 2036)*

	Too many British films	About the right amount	Too few British films	Don't know
	%	%	%	%
Set in London	33	36	7	23
Set in Scotland	7	34	28	31
Set in Wales	5	29	31	35
Set in Ireland	5	36	26	32
Set in rural Britain	4	34	36	26
Set in the Midlands or north of England	6	35	29	31
Set in the South / South West / East of England	12	35	21	32
Set in the part of the country where I live	4	29	40	27
Featuring people from Black or Asian backgrounds in leading roles	10	37	26	28
Telling stories about the past	10	44	25	21
Telling stories about rich and privileged people living in London and the home counties	34	32	6	27
Telling stories about ordinary people	5	40	33	22
Telling stories featuring disabled people	3	27	40	29
Telling stories about homeless people or people on the margins of society	9	31	31	29
Featuring a natural mix of people from all classes and ethnic groups	6	42	27	25
Telling stories about people just like me	4	32	34	30

Analysis by gender (F10c)

Women were more likely than men to think that there were too few British films featuring Black and Asian actors in leading roles (29% compared with 23%), or telling stories featuring disabled people (45% compared with 36%) or telling stories about homeless people or those on the margins of society (34% compared with 28%).

Men were slightly more likely to think there were too many films set in London (37% compared with 29%), Scotland (9% compared with 4%), Wales (6% compared with 4%), Midlands (7% compared with 5%), in the South (15% compared with 9%) or telling stories about rich & privileged people living in the South of England (37% compared with 32%).

Analysis by age (F10c)

Younger respondents were slightly more likely than older ones to think that there are too many British films telling stories about the past (13% of 15-34 year olds, compared with 9% of 35-54 year olds and 6% of over 55s).

Analysis by ethnic group (F10c)

Ethnic minority respondents were more likely than white respondents to think that there are too few films set in London (21% compared with 6%) and the South (32% compared with 20%).

They were slightly more likely to think that there are too many British films in Wales (12% compared with 5% of white respondents), Ireland (10% compared with 5%), rural Britain (12% compared with 4%), Midlands (12% compared with 6%), or in the part of the country where they live (13% compared with 3%).

Ethnic minority respondents were more likely than white respondents to think that there are too few films featuring Black or Asian actors in leading roles (48% compared with 24%) or telling stories about disabled people (55% compared with 39%) or about homeless people or those on society's margins (44% compared with 30%) or films that show a natural mix of people from all classes and ethnic groups (46% compared with 25%). They were also more likely to say that there are too few films about people just like me (44% compared with 34%).

Ethnic minority respondents were more likely than white to feel that there are too many British films telling stories about the past (22% compared with 9%) and about ordinary people (14% compared with 5%), and too few British films that tell stories about rich & privileged people (17% compared with 6%).

Analysis by region (F10c)

Perhaps not surprisingly, views about the numbers of British films set in particular UK regions and nations vary considerably with the respondent's own areas of residence.

So residents of London and the South are much less likely to agree than others that there are too many British films set in London – 21%, compared with 42% of those living elsewhere in the UK.

53% of Scottish residents feel that there are too few British films set in Scotland, compared with 25% of those living in England, 39% in Wales and 32% in Northern Ireland.

65% of Welsh residents feel that there are too few British films set in Wales, compared with 29% in England, 37% in Scotland and 32% in Northern Ireland.

52% of Northern Ireland residents feel that there are too few British films set in Ireland or Northern Ireland, compared with 24% in England, and 33% in Wales and Scotland.

39% of those living in the North, North West, Yorkshire and Humberside or Midlands feel that there are too few British films set in the North or Midlands (39% compared with 21% in other parts of England, 31% in Wales, 25% in Scotland and 21% in Northern Ireland).

28% of those living in the South West and South East feel that there are too few British films set in the South of England, compared with 18% of those living elsewhere in England, 11% of those in Scotland and Northern Ireland. 31% of those in Wales held this view.

When asked whether they thought there were too many, too few or the right amount of British films set in the part of the country where they live, the responses varied by region. Those living in London were the least likely to think there were too few such films (21%), compared with those in the South East and South West (30%), the Midlands and East Anglia (43%), Scotland (45%), North/North West and Yorkshire & Humberside (49%), Northern Ireland (53%) and Wales (60%).

Respondents living in North England and Wales were the most likely to think that there are too few films set in rural Britain (50% and 43% respectively compared with 34% in the rest of England, 39% in Scotland and 30% in Northern Ireland).

Residents of Scotland, Wales and North/North West/Yorkshire & Humberside were more likely than others to think that there are too many British films about rich and privileged people living in London and the home counties (44%, 42% and 40% respectively, compared with 34% in the Midlands and East Anglia, 29% in the South West/South East and London, and 32% in Northern Ireland).

London residents were the most likely to think that there are too few British films featuring Black or Asian actors in leading roles (34% compared with 24% of those living elsewhere in the UK), or films which feature a natural mix of people from all classes and ethnic groups (33% compared with 26%). They were also the most likely to think that there are too many films telling stories about the past (15% in London compared with 9% in the rest of the UK)

Residents of Wales were more likely than most other respondents to think that there were too few British films about ordinary people (44% compared with 33% in England, 31% in Scotland and 37% in Northern Ireland). Within England, those living in the North, North West and Yorkshire & Humberside were the most likely to feel this way (37% compared with 31% elsewhere in England).

Analysis by level of film interest (F10c)

As the following table shows, respondents who were very interested in film were slightly more likely than others to think that there are too few British films set in almost all the parts of the UK identified in the question - London, Scotland, Wales, Ireland, the South/South West/South East and rural Britain. They were also more likely to think there are too few British films set in rural Britain or in the part of the country where they live.

They were also more likely to think that too few British films feature Black or Asian actors in leading roles, or tell stories featuring disabled or homeless people, or feature a natural mix of people from all classes and ethnic groups.

Question F10c Opinions about setting and content of British films by Interest in Film (Base: All respondents)

% that think there are too few British films ...	How interested in films		
	Very	Fairly	Not
	%	%	%
Set in London	11	5	6
Set in Scotland	34	26	22
Set in Wales	37	31	23
Set in Ireland	31	25	20
Set in rural Britain	39	33	34
Set in the South / South West / East of England	26	18	18
Set in the part of the country where I live	46	39	34
Featuring people from Black or Asian backgrounds in leading roles	33	24	17
Telling stories featuring disabled people	47	39	30
Telling stories about homeless people or people on the margins of society	37	30	23
Featuring a natural mix of people from all classes and ethnic groups	33	24	20
Unweighted base	738	968	324
Weighted base	743	962	325

Analysis by most commonly watched film type (F10c)

As the following table shows, respondents who most commonly watched foreign language films were more likely than others to think there are too few British films set in London and Ireland, but more likely than others to think there are too many British films set in Scotland.

Respondents mainly watching smaller budget mainstream films or independent films were more likely than others to think that there are too many British films set in London.

Respondents who mainly watch blockbusters or animated films were less likely than others to think that there are too many British films about rich and privileged people. They were also less likely than others to think there are too few British films featuring Black and Asian actors in leading roles, or featuring a natural mix of people of different classes and ethnic groups.

Respondents mainly watching animated films were less likely than others to think there are too few films telling stories featuring disabled people.

Question F10c Opinions about setting and content of British films

by Most Commonly Watched Film Type

(Base: All respondents)

% that think there are ...	Most commonly watched film type				
	Block-busters	Smaller budget mainstream films	Independent films	Foreign lang. films	Animated films
	%	%	%	%	%
Too many British films ...					
Set in London	34	40	44	35	26
Set in Scotland	6	8	8	20	6
Telling stories about rich & privileged people in London and the home counties	35	42	47	41	27
Too few British films ...					
Set in London	8	7	5	19	5
Set in Ireland	27	27	36	42	26
Featuring people from Black or Asian backgrounds in leading roles	26	32	41	47	20
Telling stories featuring disabled people	41	46	49	53	36
Featuring a natural mix of people from all classes and ethnic groups	25	32	36	40	27
Unweighted base	993	358	111	47	150
Weighted base	993	360	110	47	150

British films that have had a significant effect on UK society or attitudes (F11)

Just under three in ten respondents (29%) were able, when asked, to think of at least one British film that they felt had had a significant effect on UK society or attitudes. The most commonly mentioned such films (by 10 or more respondents) are listed below:

- Trainspotting (mentioned by 9% respondents)
- The Full Monty (5%)
- East is East (4%)
- Billy Elliot (3%)
- The King's Speech (2%)
- This is England (2%)
- Cathy Come Home (2%)
- Brassed Off (2%)
- Slumdog Millionaire (1%)
- Kidulthood (1%)
- Harry Potter (1%)
- Calendar Girls (1%)
- Bridget Jones' Diary (1%)
- A Clockwork Orange (1%)
- Saturday Night and Sunday Morning (1%)
- Kes (1%)
- The Queen (1%)
- Green Street (1%)
- Bend it like Beckham (1%)
- The Football Factory (1%)
- Quadrophenia (<0.5%)

Analysis by gender (F11)

Women were slightly more likely than men to mention The Full Monty (6% compared with 4%), Billy Elliot (3% compared with 2%), The King's Speech (3% compared with 1%) and Kidulthood (2% compared with 1%). And men were slightly more likely than women to mention A Clockwork Orange and Saturday Night and Sunday Morning (both mentioned by 2% of men and <0.5% of women).

Analysis by age (F11)

As the following table shows, the 25-44 year olds were more likely than other age groups to identify Trainspotting as a British film with a significant effect on society, and slightly more likely than others to identify East is East.

Younger respondents were more likely than the older ones to mention This is England, Kidulthood and Green Street, while the older respondents were more likely to mention Cathy Come Home and Saturday Night and Sunday Morning. The 15-24 year olds were less likely than the over 25s to identify The Full Monty.

*Question F11 British films with significant effect on society or attitudes in UK by Age
(Base: All respondents)*

British films identified as having a significant effect on society or attitudes in the UK	15-24	25-34	35-44	45-54	Over 55s
	%	%	%	%	%
Trainspotting	7	16	13	9	4
The Full Monty	1	5	6	6	6
East is East	2	6	5	4	2
This is England	3	4	2	1	<0.5
Kidulthood	3	3	1	<0.5	<0.5
Saturday Night and Sunday Morning	0	0	1	<0.5	3
Green Street	2	1	<0.5	<0.5	0
Unweighted base	335	340	409	369	583
Weighted base	357	356	385	371	567

Analysis by ethnic group (F11)

Ethnic minority respondents were more likely than white respondents to identify Kidulthood and The Queen as significant British films (7% and 3% respectively, compared with 1% and 1%).

Analysis by region (F11)

Respondents in Scotland were the most likely to identify Trainspotting as a significant British film (17% compared with 9% of respondents elsewhere in the UK).

Residents in London and Northern Ireland were the most likely to mention Kidulthood (4% and 3% compared with 1% elsewhere in the UK).

Analysis by level of film interest (F11)

Perhaps not surprisingly, those who were very interested in film were more likely to be able to think of a significant British film (38% compared with 27% of the fairly interested and 16% of the un-interested).

Respondents who are very interested in film generally were slightly more likely than others to identify the following significant British films: Trainspotting (14% of the very interested, compared with 8% of the fairly interested and 3% of the un-interested), The Full Monty (7%, 4% and 3% respectively), This is England (3%, 1% and 1%) and Kidulthood (3%, 1%, 0%).

Overview of the sample (A1-3 and G1-5)

Respondents to this survey were reasonably evenly divided by gender - 49% male, 51% female – and covered all age ranges:

- 15-17 6%
- 18-19 3%
- 20-24 9%
- 25-34 17%
- 35-44 19%
- 45-54 18%
- 55-64 16%
- 65-74 12%

92% of the sample were of white ethnic background, 2% mixed, 2% Asian, 2% Black and 0.4% other ethnic group.

Respondents came from all 12 regions: North (5%), North West (10%), Yorkshire & Humberside (9%), West Midlands (9%), East Midlands (7%), East Anglia (4%), South West (8%), South East (19%), Greater London (13%), Wales (5%), Scotland (8%) and Northern Ireland (3%). 22% of the sample described themselves as living in a city, 18% in a suburb of a city, 36% in a town and 24% in a village or rural area.

46% described themselves as married or in a civil partnership, 13% as living together, 29% as single, 3% as widowed, 7% as divorced and 2% as separated. 26% of the sample were living in households with children under the age of 15. 12% were living with children under the age of 6.

53% of the sample were in paid work (36% full-time employees, 11% part-time employees, 6% self employed), 18% were retired from paid work, 11% were full time students, 6% were unemployed and seeking work, and 11% were not working for other reasons.

42% of the same had qualifications that were degree level or above, 19% were educated to A level or equivalent, 26% to GCSE or equivalent and 13% had no qualifications¹⁴.

Respondents' total household annual income, before tax and other deductions, covered all income brackets:

- Less than £11,500 14%
- £11,500 to £19,999 16%
- £20,000 to £29,999 18%
- £30,000 to £39,999 14%
- £40,000 to £59,999 12%
- £60,000 or more 9%

¹⁴ Data sourced from survey recruitment exercise, but not available for Northern Ireland sample