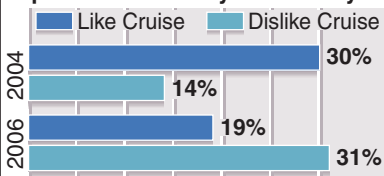


Q Scores sink Cruise

M=i:III

The split between Tom Cruise and Paramount came after the studio claimed that \$150m in lost ticket sales for *Mission: Impossible III* was due to negative public perception, particularly among young women. Hollywood is influenced by “Q Scores” – annual polls of a celebrity’s likeability



***Mission: Impossible II* (2000)**

Opening weekend: \$70.8m

Global box office: \$545.0m

***Mission: Impossible III* (2006)**

Opening weekend: \$47.7m

Global box office, May-Jul: \$389.0m

Source: Marketing Evaluations © GRAPHIC NEWS