

TEAM_6

QUESTIONNAIRE

MOVIES GENRES

First: Your Movie Preferences

When was the last time you watched a movie? *

- ☐ Less than a week
- ☐ This month
- ☐ Last Month
- ☐ I don't watch movies often

How often do you watch movies (In a Month)? *

- ☐ Less than once
- ☐ Once or twice
- ☐ Three or four times
- ☐ More than four times

Most of the movies you wanted to watch was because of... *

- ☐ Trailers
- ☐ Social Media (Viral Videos)
- ☐ Internet Sites
- ☐ Friends Recommendations
- ☐ Other: _____

How often do you go to the Cinema? *

- ☐ More than once a month
- ☐ Once a month
- ☐ Once or Twice a year
- ☐ I don't go to the Cinema

What is your favorite movie? *

Your answer _____

Why would someone want to watch this movie? *

Your answer

What do you like most about your favorite movie? *

- ☐ Quality of Story
- ☐ Acting
- ☐ Directing
- ☐ Genre

What's the genre of your favorite movie? *

- ☐ Action
- ☐ Adventure
- ☐ Comedy
- ☐ Drama
- ☐ Romance
- ☐ Horror
- ☐ Sci-fi or Fantasy
- ☐ Musical
- ☐ Family
- ☐ Other: _____

Are there any movie genres that you think are underrated or underappreciated? *

Your answer

Second: Please rank Movies Genres

1 = Least Favorite *

5 = Most Favorite

| | 1 | 2 | 3 | 4 | 5 |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Action | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Adventure | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Comedy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Drama | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Romance | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Horror | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sci-fi or Fantasy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Musical | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Family | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Third: Before watching a movie..

Do you usually research a new movie before watching it? *

- ☐ Yes
☐ No
☐ Sometimes

If Yes, Which of the following sources do you use?

- ☐ Internet Sites
☐ Critical Reviews
☐ TV Entertainment Programs
☐ Friends' Opinions (who already watched it)
☐ Other: _____

Which form of Movie Advertising do you find most effective? *

- ☐ Print Advertising (Posters + Ads in Newspapers & Magazines)
☐ Trailers (Screened at Cinemas + on TV/Radio)
☐ Internet Sites (including Facebook 'fan' pages)
☐ Viral Videos
☐ Merchandising (Games, Soundtrack, T-shirts, etc... related to the movie brand)
☐ Other: _____

How often does a movie disappoint your expectations?

- ☐ Almost Always
☐ Usually
☐ Sometimes
☐ Never

Fourth: Please rank the factors that you consider when deciding to see a movie.

1 = Least Important *

5 = Most Important

| | 1 | 2 | 3 | 4 | 5 |
|------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Cast | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Genre | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Director | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Studio | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Reviews | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quality of Story | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

The best movies are those that you watch..

Where do you usually watch movies *

- ☐ In the Cinema
- ☐ Home

Section Home

Fifth: At Home

Why do you prefer watching movies at home instead of going to the cinema? *

Your answer

What's the genre you prefer watching home? *

- ☐ Action
- ☐ Adventure
- ☐ Comedy
- ☐ Drama
- ☐ Romance
- ☐ Horror
- ☐ Sci-fi or Fantasy
- ☐ Musical
- ☐ Family
- ☐ Other: _____

What kind of setup do you have for watching movies at home? Do you have a special room or equipment? *

Your answer

Where do you usually watch movies home? *

- ☐ On TV
- ☐ Downloaded from the Internet

What's your favorite Streaming Platform? (Where do you usually download movies)

Your answer

Section Cinema

Fifth: In the Cinema

When do you usually decide which movie you are going to see? *

- ☐ Before going to the Cinema
- ☐ In the Cinema

Most of the movies you wanted to watch was because of... *

- ☐ Trailers
- ☐ Social Media (Viral Videos)
- ☐ Internet Sites
- ☐ Friends Recommendations
- ☐ Other: _____

When going to the Cinema, you usually go.. *

- ☐ Weekday - Afternoon
- ☐ Weekday - Evening
- ☐ Weekend - Afternoon
- ☐ Weekend - Evening

Who do you usually go to the cinema with? *

- ☐ Friends
- ☐ Family
- ☐ Alone
- ☐ Other: _____

What do you usually do if you arrive to the Cinema and your movie has been sold out? *

- ☐ Watch another movie
- ☐ Buy tickets for a later show
- ☐ Find something else to do

Do the Seats and Snacks of the Cinema usually have an effect on how much you enjoy a movie? *

- ☐ Yes
- ☐ No

Sixth - Personal Questions

What is your Student ID?

Your answer _____

What is your Age? *

- ☐ 18 or younger
- ☐ 19
- ☐ 20
- ☐ 21
- ☐ 22
- ☐ 23
- ☐ 24 or Older

If Yes, What's your major (Department)?

- ☐ Data Science (General)
- ☐ Cyber Security
- ☐ Healthcare
- ☐ Media
- ☐ Intelligent Systems
- ☐ Business

Please select your Gender. *

- ☐ Male
- ☐ Female

Thank You!

We appreciate your participation in filling this questionnaire

Please let us know if you have any comments or suggestions on how we can improve this survey.

Your answer
