

### Student Survey on Movie Theatre Attendance

1. Did you attend at least one movie at a movie theatre in the past year?  
 \_\_\_\_ (1) Yes    \_\_\_\_ (0) No (**Skip to Question #9**)

2. By marking in the boxes on the scale below, indicate how important you consider going to the movies at a movie theatre, relative to other leisure activities you engage in?

Very unimportant (1)	Somewhat unimportant (2)	Somewhat important (3)	Very important (4)

3. On average, about how many movies do you attend at a movie theatre each month?

4. Not including the cost of the movie ticket, mark the box below which best describes about how much you spend on popcorn, candy, soft drinks, and other food items at a movie.

Never buy food items at movies (0)	Up to \$7.49 (1)	\$7.50 to \$14.99 (2)	\$15.00 or more (3)

5. Do **NOT** consider the movie playing at a theatre. Use the scale below to indicate how important each of the following is in your selection of a movie theatre.

Movie Theatre Items	Very unimportant (1)	Somewhat unimportant (2)	Somewhat important (3)	Very important (4)
a. Video arcade at the movie theatre				
b. Soft drinks & food items				
c. Plentiful restrooms				
d. Comfortable chairs				
e. Auditorium type seating				
f. Size of the screen(s)				
g. Quality of sound system				
h. Number of screens at a movie theatre				
i. Clean restrooms				

6. Suppose your community did not have a “big screen” theatre. Use the scale below to indicate how much further you would drive beyond the cinema nearest to you to see a movie at a “big screen” theatre?

Zero (0)	1 to 9 km (1)	11 to 24 km (2)	25 to 49 km (3)	50+ km (4)

7. Regarding your search for information about movies playing at movie theatres, indicate the importance of each of the following sources of information.

Movie Theatre Information Sources	Very unimportant (1)	Somewhat unimportant (2)	Somewhat important (3)	Very important (4)
a. Newspaper				
b. Internet				
c. Phone in for information				
d. Television				
e. Friends or family				
f. Other sources of information				

8. Using the table below, indicate the percentage of movie tickets purchased using each of the following purchase options. Your total percentages should equal **100%**.

Purchase Options	Percent of the time I use this option
a. Purchase tickets over the internet	%
b. Purchase tickets at the theatre when you come to see the movie	%
c. Purchase tickets at the theatre but see the movie at a later time	%
d. Other purchase option	%
<b>Total</b>	<b>100%</b>

9. Using the following scale, how physically active do you consider yourself?

Very inactive (1)	Somewhat inactive (2)	Somewhat active (3)	Very active (4)

10. Using the following scale, how “socially active” (participating in social activities such as dating, going to parties, being in a social organization, or just constantly being around and doing things with people) do you consider yourself?

Very inactive (1)	Somewhat inactive (2)	Somewhat active (3)	Very active (4)

### Demographics

11. **Ethnic background:**

Caucasian (1)	Aboriginal (2)	Asian (3)	Other (4)

12. **Gender:** \_\_\_\_ Male(0) \_\_\_\_ Female(1)

13. **Year in Univ:**

1 <sup>st</sup> Year (1)	2 <sup>nd</sup> Year (2)	3 <sup>rd</sup> Year (3)	4 <sup>th</sup> Year (4)	Grad Student (5)

14. **Age:**

0 to 18 (1)	19-20 (2)	21-23 (3)	24-26 (4)	Over 26 (5)

**Thank You Very Much for Your Co-operation**