Questionnaire:

**Nominal Scale**

1. In what age group are you?

* Under 18
* 18 – 30
* 31 – 40
* 40 – 50
* Above 50

1. Would you watch to another movies (other than Pakistani) if the quality films is not available

Yes

No

1. Gender

Male

Female

1. Overall, how interested are you in Watching these movies if it were available? Please check one
2. Not at all Interested
3. Not Very Interested
4. Neither Interested nor Uninterested

**Ordinal Scale**

1. Which groups of people do you expect to be the greatest users of the movies?
2. Self
3. Family member
4. Co-worker
5. Student
6. Other adult
7. Overall, What is your reaction about Pakistani Films?
8. Poor
9. Fair
10. Good
11. Very good
12. Excellent

**Interval/Lickert:**

1. What is it that you watch in Pakistani movies?
2. Action
3. Romance
4. Social and public issues
5. Varieties of above
6. Somewhat Interested
7. Very Interested
8. What factors in Pakistani movies you dislike?

1. Script
2. Songs
3. Artists
4. What will be the features/attributes of Pakistani films are the most valuable to you?
5. What do you find least appealing in Pakistani movies?
6. What price would you expect to pay for the good move in cinema? Please record one number, not a range.