

Movies, series, game preferences

Survey Flow

Block: Welcome (1 Question)

Standard: More about You (2 Questions)

Standard: Entertainment media preferences (7 Questions)

Standard: Buying preferences (5 Questions)

Standard: Collecting Preferences (9 Questions)

Standard: More about you (3 Questions)

Page Break

Start of Block: Welcome

Introduction Welcome!

We invite you to embark on a journey of self-discovery through our exciting survey! 🚀 We're eager to unravel the mysteries behind your favorite intellectual properties, whether they be captivating movies, enthralling books, or immersive video games.

Your insights are invaluable to us as we seek to better understand your preferences. Your responses will be anonymous and confidential, used solely for research purposes.

Your participation is entirely voluntary. Thank you for your time and contributions.

Let's begin the survey.

☐ Yes, I consent (1)

End of Block: Welcome

Start of Block: More about You

Q2 What age group do you belong to?

☐ Under 18 (1)

☐ 18 - 24 (2)

☐ 25-34 (3)

☐ 35 - 44 (4)

☐ 45 - 54 (5)

☐ 55 or older (6)

☐ Prefer not to answer (7)

Skip To: End of Survey If What age group do you belong to? = Prefer not to answer

Skip To: End of Survey If What age group do you belong to? = Under 18

Page Break

Q3 Which of the following best describes your current education status?

- ☐ Currently enrolled in a postgraduate program (e.g., Master's, Ph.D., MBA) (1)
- ☐ Completed a postgraduate degree (2)
- ☐ Currently enrolled or completed an undergraduate program (e.g., Bachelor's degree) (3)
- ☐ High school graduate or below (4)
- ☐ No education/ Not currently pursuing any formal education (5)

End of Block: More about You

Start of Block: Entertainment media preferences



Q4 Which of the following content and entertainment media sources are your favorites? *(Select all that apply)*

- ☐ TV shows/ Streaming services (1)
 - ☐ Cartoons/Anime (2)
 - ☐ Comic books (3)
 - ☐ Video games (4)
 - ☐ Movie theatres (5)
 - ☐ Books (6)
 - ☐ Other (please specify): (7)
-

Page Break

Display This Question:

If If Which of the following content and entertainment media sources are your favorites? (Select all that apply) q://QID4/SelectedChoicesCount Is Greater Than 1

Carry Forward Selected Choices - Entered Text from "Which of the following content and entertainment media sources are your favorites? (Select all that apply)"



Q5 Among the options you've selected, please rank them in order of preference. (1 being the most favorite, 2 being the second most favorite, and so on)

_____ TV shows/ Streaming services (1)

_____ Cartoons/Anime (2)

_____ Comic books (3)

_____ Video games (4)

_____ Movie theatres (5)

_____ Books (6)

_____ Other (please specify): (7)

Page Break



Q6 What are the main reasons you prefer that over the others? *(Select all that apply)*

- ☐ Emotional connection (9)
- ☐ Nostalgia (6)
- ☐ Variety of topics and content (3)
- ☐ Visual appeal (2)
- ☐ Interactivity (4)
- ☐ Access to it (5)
- ☐ Format preferences (e.g., interactivity in video games, portability in books, cinematic visuals in movies) (10)
- ☐ Deeper storytelling (1)
- ☐ Imagination and creativity (7)
- ☐ Intellectual stimulation (8)

Page Break

Q7 Now, Please provide the title or name of your favorite intellectual property, This could be your favorite TV show, movie, video game, book, etc. (*Only one*)

Page Break



Q8 What are the primary reasons \${Q7/ChoiceTextEntryValue} is your favorite intellectual property ? *(Select all that apply)*

- ☐ Engaging storyline or plot (1)
 - ☐ Relatable characters (2)
 - ☐ Stunning visual or graphic design (3)
 - ☐ Immersive gameplay (for video games) (4)
 - ☐ Memorable moments or scenes (5)
 - ☐ Impactful messages or themes (6)
 - ☐ High-quality writing (7)
 - ☐ Nostalgia (Reminds you of your past or childhood) (8)
 - ☐ Brings joy or humor, makes me happy (9)
 - ☐ Other (please specify): (10)
-

Page Break

Q9 When describing the age of your favorite intellectual property ({Q7/ChoiceTextEntryValue}), please choose the option that best fits:

- ☐ Recent (Released in the past year) (1)
- ☐ Fairly recent (Released in the past 1-5 years) (2)
- ☐ Moderately old (Released more than 5 years ago) (3)
- ☐ Childhood favorite (I enjoyed it during my childhood) (4)

Page Break

Almost there 2nd part! Now you are going to help us to understand your preferences and experiences related to purchasing products associated with your favorite intellectual properties.

End of Block: Entertainment media preferences

Start of Block: Buying preferences

Q10 Have you ever purchased a product related to ANY intellectual property from the categories mentioned earlier? (e.g., TV show, video game, book, etc.)

- ☐ Yes (1)
- ☐ No (2)
- ☐ Not sure (3)

Skip To: End of Block If Have you ever purchased a product related to ANY intellectual property from the categories mentio... = No

Page Break



Q11 Which types of products related to your favorite IPs have you purchased in the past year?
(Select all that apply)

- ☐ Clothing or apparel (1)
- ☐ Collectible figures or merchandise (2)
- ☐ Video games (3)
- ☐ Comic books or graphic novels (related to the IP) (4)
- ☐ Home decor/Posters (5)
- ☐ Toys or action figures (6)
- ☐ Board games/Trading card games (7)
- ☐ Makeup or beauty products (8)
- ☐ None of these (9)

Skip To: End of Block If Which types of products related to your favorite IPs have you purchased in the past year? (Select... = None of these

Page Break

Q12 When you find a product related to your favorite IPs, does it influence your decision to purchase it or not?

- ☐ Strongly influence (1)
- ☐ Moderately influence (2)
- ☐ Slightly influence (3)
- ☐ Do not influence (4)

Page Break



Q13 What emotions or factors motivate your decision to make a purchase product associated with those IPs? *(Select all that apply)*

- ☐ It is indifferent to me (1)
- ☐ Excitement or Happiness (2)
- ☐ Connection to the IP's storyline or characters (3)
- ☐ Proud to support the IP (4)
- ☐ Nostalgia (5)
- ☐ Love and loyalty for the IP (6)
- ☐ Collectible value (7)
- ☐ Personal connection to the IP (8)
- ☐ Peer influence or social validation (9)
- ☐ Product quality or uniqueness (10)
- ☐ Promotions or discounts (11)

Page Break

Q14 How often do you find yourself buying products related to your favorite intellectual properties (IPs in general)?

- ☐ Very frequently - Multiple times a month (1)
- ☐ Occasionally - Once a month or a few times a year (2)
- ☐ Rarely - Once a year or less (3)
- ☐ Never - I do not purchase products related to my favorite Ips (4)

Skip To: End of Block If How often do you find yourself buying products related to your favorite intellectual properties (... = Never - I do not purchase products related to my favorite Ips

Page Break

End of Block: Buying preferences

Start of Block: Collecting Preferences

Q16 Collecting refers to the practice of **gathering and accumulating specific items or objects based on various motivations**, often valuing these items for their rarity, historical significance, or personal connection.

Collecting can serve as both a hobby and a means of self-expression. **It can be a temporary phase or a lifelong passion.**

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Q17 Have you ever engaged in collecting items or objects? If so, please select the option that best describes your collecting experience:

- ☐ Yes, I have collected items in the past. (1)
- ☐ Yes, I am currently actively collecting items. (2)
- ☐ Yes, I collect items casually from time to time. (3)
- ☐ No, I have never engaged in collecting items. (4)

Skip To: End of Block If Have you ever engaged in collecting items or objects? If so, please select the option that best d... = No, I have never engaged in collecting items.

Page Break



Q18 What types of items do you collect or collected? *(Select all that apply)*

- ☐ Stamps and or Coins (12)
- ☐ Artwork (e.g., paintings, drawings) (13)
- ☐ Vintage or antique items (14)
- ☐ Action figures, toys or collectible merchandise (15)
- ☐ Books, comics, or graphic novels (16)
- ☐ Sports memorabilia (17)
- ☐ music memorabilia (e.g., vinyl records, concert posters) (18)
- ☐ DVDs, Blu-rays, or other media (19)
- ☐ Digital Items (e.g., digital collectibles, in-game items, NFTs) (20)
- ☐ Trading cards /Board games (21)
- ☐ Other (please specify): (22)

Page Break



Q19 What motivates you to collect items? (*Select all that apply*)

- ☐ Nostalgia (1)
 - ☐ Investment potential (2)
 - ☐ Passion for the items or themes (3)
 - ☐ Social or community involvement (4)
 - ☐ Aesthetic appeal (5)
 - ☐ Historical interest (6)
 - ☐ Completionist desire (7)
 - ☐ Personal satisfaction (8)
 - ☐ Peer influence or social validation (9)
 - ☐ Other (please specify): (10)
-

Page Break



Q20 How do you acquire the items for your collection? *(Select all that apply)*

- ☐ Purchase from retailers (1)
 - ☐ Attend auctions or collectibles fairs (2)
 - ☐ Online marketplaces (e.g., eBay, Etsy, in-game Market) (3)
 - ☐ Trade or swap with other collectors (4)
 - ☐ Inherit or receive as gifts (5)
 - ☐ Acquired through opportunities (e.g., unexpected finds, special events) (6)
 - ☐ Other (please specify): (7)
-

Page Break

Q21 How frequently do you add new items to your collection?

- ☐ Very frequently - Multiple times a month (1)
- ☐ Occasionally - Once a month or a few times a year (2)
- ☐ Rarely - Once a year or less (3)

Page Break



Q22 What is the main factor that influences your decision to add a new item to your collection?

- ☐ Rarity or uniqueness (1)
- ☐ Price or affordability (2)
- ☐ Emotional connection to the item (3)
- ☐ Potential resale value (4)
- ☐ Recommendations from other collectors (5)
- ☐ Recognition or acknowledgment by others (e.g., peers, community) (6)
- ☐ Other (please specify): (7)

Page Break

Q23 Do you collect items or memorabilia related to your previously mentioned favorite IP?

- ☐ Yes, I have a collection of items related to my favorite IP. (1)
- ☐ No, I don't collect items or memorabilia related to my favorite IP. (2)
- ☐ I have a few items related to my favorite IP. (3)
- ☐ I used to collect items related to my favorite IP, but not anymore. (4)

Page Break

Q24 Do you consider yourself a collector of items or memorabilia?

☐ Yes (1)

☐ No (2)

End of Block: Collecting Preferences

Start of Block: More about you



Q25 Gender:

☐ Male (1)

☐ Female (2)

☐ Non-binary / non-conforming (3)

☐ Prefer not to say (4)

Page Break

Q26 Employment Status:

- ☐ Employed full-time (1)
- ☐ Employed part-time (2)
- ☐ Self-employed (3)
- ☐ Unemployed (4)
- ☐ Student (5)
- ☐ Retired (6)
- ☐ Prefer not to answer (7)

Page Break

Q27 What is your current household size, including yourself, and what is your marital status?

- ☐ Single, living alone (1)
 - ☐ In a relationship, living together (2)
 - ☐ Married (3)
 - ☐ Married with children (4)
 - ☐ Single, with children (5)
 - ☐ Other (please specify): (6)
-

End of Block: More about you
