# /\*QSURVEY\*/ Please choose the medium through which you most frequently watch movies? /\*SINGLE RESPONSE\*/

a. Online/ computer

b. Movie Theater

c. DVD/ Blu-Ray

d. Handheld device

e. Television

# /\*QSURVEY\*/ What motivates you most to watch a movie? /\*SINGLE RESPONSE\*/

a. Family/ friends recommendation

b. User reviews

c. Critics reviews

d. Trailer

e. Cast

f. Other

# /\*QSURVEY\*/ How many times do you watch a movie per month? /\*SINGLE RESPONSE\*/

a. None, I do not watch movies

b. 1-3

c. 4-6

d. 7-9

e. 10 or more

# /\*QRELEVANCE\*/ How relevant is the trailer to your choice of the movie? /\*SINGLE RESPONSE\*/

a. Extremely relevant

b. Very relevant

c. Somewhat relevant

d. Not so relevant

e. Not at all relevant

# /\*QSURVEY\*/ How would you characterize this trailer? Please select all that apply. /\*MULTIPLE REPONSE\*/

a. Creative

b. Inspiring

c. Informational

d. Relatable

e. Spontaneous

f. Genuine

g. Funny

h. None of the above

# /\*QSURVEY\*/ Please select your favorite genre of movies. /\*SINGLE RESPONSE\*/

a. Adventure

b. Horror

c. Animation

d. Superhero

e. Comedy

f. Thriller

g. Sci-Fi

h. Drama

i. Action

j. Romance

k. Other

# /\*QURGENCY\*/ Based on this trailer, does XXXXXXXXXXX seem like a movie you would ...? /\*SINGLE RESPONSE\*/

a) Watch as soon as it is released

b) Watch within a few days of it being released

c) Wouldn’t make an effort, but might watch if I came across it

d) Wouldn’t watch this movie

e) I’ve already seen this movie

# /\*QSURVEY\*/ What motivates you most to watch a movie? /\*SINGLE RESPONSE\*/

a. Family/ friends recommendation

b. User reviews

c. Critics reviews

d. Trailer

e. Cast

f. Other

# /\*QSURVEY\*/ What motivates you most to watch a movie? /\*SINGLE RESPONSE\*/

a. Family/ friends recommendation

b. User reviews

c. Critics need money

d. Trailer

e. Cast

f. Other

# /\*\*/ What motivates you most to watch a movie? /\*OPEN ENDED\*/

# /\*SHARE\*/ How likely are you to take the following actions? Please select all, Extremely likely, Very likely, Somewhat likely, Not so likely, Not at all likely /\*GRID\*/

Share it on social media

Talk about it with Friends/Family

Look up information about the Movie