Tags:

* /\*QLIFT\*/
* /\*QURGENCY\*/
* /\*QAWARE\*/
* /\*QINTENT\*/
* /\*QRELEVANCE\*/
* /\*QVIRALITY\*/
* /\*QSURVEY\*/
* /\*HORIZONTAL\*/
* /\*VERTICAL\*/
* /\*SINGLE RESPONSE\*/
* /\*MULTIPLE RESPONSE\*/
* /\*GRID RESPONSE\*/
* /\*OPEN ENDED\*/

Pre Survey

/\*QAWARE\*/ About which of the following movies have you heard off or watched their trailers? /\*MULTIPLE RESPONSE\*/

a. Blackkklansman

b. Crazy Rich Asians

c. Alpha

d. Dog Days

e. The Spy Who Dumped Me

f. None of the above

/\*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?

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

/\*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

/\*QSURVEY\*/ Out of the 11 elements of a movie trailer which appeals you the most? /\*SINGLE RESPONSE\*/

a. Acting

b. Dialogues [Script]

c. Favorite Director

d. Favorite Actor

e. Favorite Actress

f. Looks, Costumes [Cinematography]

g. Music, Sound [Sound Editing]

h. Screenplay [Editing]

i. Sets/Ambiance

j. Special Effects

k. Story

/\*QINTENT\*/ How interested are you in seeing XXXXXXX in a movie theater once they are released? /\*SINGLE RESPONSE\*/

a. Definitely interested

b. Probably interested

c. Neither interested nor disinterested

d. Probably not interested

e. Definitely not interested

/\*QURGENCY\*/ 8. During your holidays, how likely are you to see any of the following movies? /\*GRID RESPONSE\*/

/\*HORIZONTAL\*/

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

/\*VERTICAL\*/

a. Blackkklansman

b. Crazy Rich Asians

c. Alpha

d. Dog Days

e. The Spy Who Dumped Me

Post Survey

/\*QLIFT\*/ Based on the preview you just saw, how interested are you in seeing the upcoming movie /\*SINGLE RESPONSE\*/

XXXXXXX in a movie theater?

a) Definitely interested

b) Probably interested

c) Neither interested nor disinterested

d) Probably not interested

e) Definitely not interested

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

/\*QVIRALITY\*/ How likely are you to take the following actions? /\*GRID RESPONSE\*/

/\*HORIZONAL\*/

a. Extremely likely

b. Very likely

c. Somewhat likely

d. Not so likely

e. Not at all likely

/\*VERTICAL\*/

a. Share it on social media

b. Talk about it with Friends/Family

c. Look up information about the Movie

/\*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

/\*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