This survey is a part of a Market Research project carried out by Bocconi students and aimed at understanding cinema-going habits. The survey is completely anonymous and data collected will not be shared. We will really appreciate your assistance.

1. How many times did you go to the cinema in the last 3 months? (Please, write only a number)
_____times

2. Please, rate the importance of the following factors when choosing the movie theatre to go on a scale from 1 to 10 (where 1 = Not at all important and 10 = Extremely important)

Not at all important   Extremely important

	1	2	3	4	5	6	7	8	9	10
Location	O	O	O	O	O	O	O	O	O	O
Ticket booking service / Online purchase	O	O	O	O	O	O	O	O	O	O
Discounts	O	O	O	O	O	O	O	O	O	O
Snack offer (bar, VIP services, etc.)	O	O	O	O	O	O	O	O	O	O
Price of ticket	O	O	O	O	O	O	O	O	O	O
Timetable	O	O	O	O	O	O	O	O	O	O
Technology equipped in cinema (IMAX, Dolby Atoms etc.)	O	O	O	O	O	O	O	O	O	O
Cleanliness	O	O	O	O	O	O	O	O	O	O
Choice of films shown	O	O	O	O	O	O	O	O	O	O
Comfort of the seats	O	O	O	O	O	O	O	O	O	O
Availability of films in original language	O	O	O	O	O	O	O	O	O	O

3. How much do you usually spend on one ticket? Consider a 2D movie, weekday evening. (Please, write only a number in euros)
_____Euros

4. Which version of movie would you prefer? (Only one answer possible)
a. Movie in its original language
b. Dubbed movie
c. No preference

5. How many times in the last year did you watch movies on the first day when it is wide released? Premiers included. (Please, write only a number)
_____times

6. Please, rank the following according to your preferences of the origin of the films (from 1 to 5)

_____ Hollywood production
_____ French production
_____ Italian production
_____ British production
_____ German production

7. How many times in the last year did you watch films in the original language - the one in which the film was shot - in the movie theater? (Please, write only a number)

_____times

8. Have you ever watched films in its original language in the movie theatre in Milan?

a. Yes
b. No

9. Have you ever watched a movie in the original language apart from English? Which languages? (Please, choose all relevant answers)

a. Italian
b. Spanish
c. German
d. French
e. Other
f. Haven't watched at all

10. What can be your motivation to choose a movie in the original language over a dubbed one? Please, rate the following aspects on a scale from 1 to 10 (where 1 = Not at all and 10 = Very much)

	Not at all								Very much	
	1	2	3	4	5	6	7	8	9	10
to avoid the misleading of poor dubbing(low quality, incorrect translation)	O	O	O	O	O	O	O	O	O	O
to improve language knowledge	O	O	O	O	O	O	O	O	O	O
to understand things that can't be translated (word play, idioms, etc.)	O	O	O	O	O	O	O	O	O	O
to feel the exotic atmosphere	O	O	O	O	O	O	O	O	O	O
to watch it in my native language	O	O	O	O	O	O	O	O	O	O
to follow the trend	O	O	O	O	O	O	O	O	O	O

11. What can prevent you from watching a film in the original language? Please, rate the following aspects on a scale from 1 to 10 (where 1 = Not at all and 10 = Very much)

	Not at all									Very much
	1	2	3	4	5	6	7	8	9	10
It's hard to watch the subtitles and to catch up with the film	O	O	O	O	O	O	O	O	O	O
I have little language knowledge to support	O	O	O	O	O	O	O	O	O	O
It's hard to find a cinema offering original versions' films	O	O	O	O	O	O	O	O	O	O
There is a limited number of movie sessions per day	O	O	O	O	O	O	O	O	O	O

12. Please, rate the following statements according to your opinion on a scale from 1 to 10 (where 1 = Strongly disagree and 10 = Strongly agree)

	Strongly disagree									Strongly agree
	1	2	3	4	5	6	7	8	9	10
I'm keen on learning new things and acquiring new skills	O	O	O	O	O	O	O	O	O	O
I tend to follow my friends in their group activities	O	O	O	O	O	O	O	O	O	O
I like studying new languages	O	O	O	O	O	O	O	O	O	O
I go to the cinema because I want to watch the film among the first ones	O	O	O	O	O	O	O	O	O	O
Going to the cinema is a way to show respect to the actor/movie director	O	O	O	O	O	O	O	O	O	O
For me going to the cinema is about socializing	O	O	O	O	O	O	O	O	O	O
The main attraction in going to the cinema is to feel its unique atmosphere	O	O	O	O	O	O	O	O	O	O
For me it doesn't matter whether to watch film at home or to go to the cinema	O	O	O	O	O	O	O	O	O	O
I go to the cinema to watch a certain film I chose	O	O	O	O	O	O	O	O	O	O
Going to the cinema is just a way to spend free time	O	O	O	O	O	O	O	O	O	O

13. Would you go to a movie theatre that shows <u>only</u> movies in their original language?
   a. Yes
   b. No

14. If the ticket price for a dubbed (translated) movie is 10€, how much would you be willing to spend on one ticket to a movie in the original language? Consider a 2D movie, weekday evening. (Please, write only a number in euros)

_____Euros

15. In the following questions, you will be presented with different combinations of 3 attributes for a new movie theatre.
- *Ticket price*: Price for the 1 ticket on a 2D movie in the original language on a weekday evening
- *Composition:* The share of Hollywood and European films that will be shown in the movie theatre through year
- *Additional services* provided in the movie theatre

Please, rate the following offers according to your preferences using a scale from 1 to 10 (1 = Do not like at all, 10 = Like a lot)

		Do not like at all									Like a lot
		1	2	3	4	5	6	7	8	9	10
10€ — 70% Hollywood / 30% European — Discounts on tickets		O	O	O	O	O	O	O	O	O	O
8€ — 30% Hollywood / 70% European — Discounts on tickets		O	O	O	O	O	O	O	O	O	O
6€ — 30% Hollywood / 70% European — Cafe inside		O	O	O	O	O	O	O	O	O	O
6€ — 50% Hollywood / 50% European — Discounts on tickets		O	O	O	O	O	O	O	O	O	O
10€ — 30% Hollywood / 70% European — Online ticket purchase		O	O	O	O	O	O	O	O	O	O
6€ — 70% Hollywood / 30% European — Online ticket purchase		O	O	O	O	O	O	O	O	O	O
10€ — 50% Hollywood / 50% European — Cafe inside		O	O	O	O	O	O	O	O	O	O
8€ — 70% Hollywood / 30% European — Cafe inside		O	O	O	O	O	O	O	O	O	O
8€ — 50% Hollywood / 50% European — Online ticket purchase		O	O	O	O	O	O	O	O	O	O

16. What is your approximate level of language knowledge? Please, rate the following languages on a scale from 1 to 10 (where 1 = Don't speak at all and 10 = Native speaker)

	Don't speak at all									Native speaker
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
English	O	O	O	O	O	O	O	O	O	O
Italian	O	O	O	O	O	O	O	O	O	O
Spanish	O	O	O	O	O	O	O	O	O	O
German	O	O	O	O	O	O	O	O	O	O
French	O	O	O	O	O	O	O	O	O	O

17. How would you describe yourself? Please, rate the following attributes on a scale from 1 to 10 (where 1 = Not at all and 10 = Very much)

	Not at all									Very much
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Creative	O	O	O	O	O	O	O	O	O	O
Curious	O	O	O	O	O	O	O	O	O	O
Sociable	O	O	O	O	O	O	O	O	O	O
Open-minded	O	O	O	O	O	O	O	O	O	O
Determined	O	O	O	O	O	O	O	O	O	O
Sensible	O	O	O	O	O	O	O	O	O	O
Patient	O	O	O	O	O	O	O	O	O	O
Spontaneous	O	O	O	O	O	O	O	O	O	O

18. Select your gender
   a. Male
   b. Female

19. How old are you? (Please, write only a number)
_____ years old

20. What is your area of origin?
   a. Italy
   b. Europe
   c. Asia
   d. North America
   e. South America
   f. Africa
   g. Oceania

21. Which University are you studying in?
   a. Università Commerciale Luigi Bocconi
   b. Politecnico di Milano
   c. IULM

22. What level are you currently studying in?
    a. Bachelor's degree
    b. Master's degree
    c. PhD
    d. MBA

23. What is your average month's spending (excluding rent)?
    a. less than 250€
    b. 250€ - 500€
    c. 500€ - 750€
    d. 750€ - 900€
    e. 900€ and more

Thank you very much for participation! Your contribution is highly valued.