



Default Question Block

Dear Customer:

Thank you for giving us the opportunity to better serve you. Please help us by taking a few minutes to tell us about the service that you have received so far. We appreciate your business and want to make sure we meet your expectations. Attached, you will find a coupon good for We hope that you will accept this as a token of our good will.

Sincerely,
[MANAGER_NAME]
Manager

Which of the following do you agree with?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I generally rent movies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I usually enjoy rated R films more than I enjoy PG -13, PG, or G movies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Students/kids viewing too many murders and crimes in movies has increased the number of crimes amongst youth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movies without violence are less appealing to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profanity is not needed in films.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sexual content in movies makes them more entertaining.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movies are a direct reflection of the values in today's American Society.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find nudity to be acceptable in movies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I would be interested in software that gives me the option to control the sexual content, profanity, and violence in DVD movies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based upon the premise that the software existed to give me more control and added features for movies on DVD format, I would purchase a DVD player for this purpose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a parent, I would like more control over what my children watch in movies (if not a parent, answer as if you were one).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I generally buy movies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When would you purchase a DVD player if you don't already own one?

- ☐ In the next 6 months
- ☐ 1 year

- ☐ 2 years
- ☐ Already own a DVD player
- ☐ Never

Would you be interested in software that allows you to have control over profanity, nudity, and violence in movies?

Yes

No

If this software existed, how much would you expect it to cost?

\$50-\$99

\$100-\$149

\$150-\$199

\$200-\$249

\$250+

How much would you expect a software tool to cost that allowed you to control and manipulate video and sound content in movies?

\$50-\$99

\$100-\$149

\$150-\$199

\$200-\$249

\$250+

Do you feel comfortable purchasing software over the

internet?

- ☐ Yes
- ☐ No

Do you feel comfortable downloading software over the internet?

- ☐ Yes
- ☐ No

If you purchase software from the internet, which do you prefer?

- ☐ To receive a hard copy of the software in CD format
- ☐ The ability to burn your own CD and print your own manual
- ☐ I prefer to only keep a soft-copy downloaded on my computer

Where would you rather purchase software from?

- ☐ A store
- ☐ The internet
- ☐ No preference

What type of DVD player do you own?

- ☐ PC DVD-ROM
- ☐ Macintosh DVD-ROM
- ☐ Sony PlayStation 2/Microsoft X-Box
- ☐ Console Top DVD player
- ☐ None
- ☐ Other

Do you mainly purchase or rent movies you view?

- ☐ Purchase
- ☐ Rent

How much to you spend renting and/or buying movies per month?

- ☐ \$0-\$19
- ☐ \$20-\$29
- ☐ \$30-\$39
- ☐ \$40+

Which state do you live in?

What is your age?

What is your gender?

- ☐ Male
- ☐ Female

What is your marital status?

- ☐ Married with 1 or more kids
- ☐ Married without kids
- ☐ Single with 1 or more kids
- ☐ Single without kids

What is your approximate annual family or single household income?

- ☐ \$0-\$29,999
- ☐ \$30,000-\$59,999
- ☐ \$60,000-\$89,999
- ☐ \$90,000+

Block 1

Choose one or more races that you consider yourself to be

- ☐ White or Caucasian
- ☐ Black or African American
- ☐ American Indian/Native American or Alaska Native
- ☐ Asian
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ Other
- ☐ Prefer not to say

What is your US Zip Code?



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