

# Survey: Going to the Movies!

This form captures habits of movie-goers.

\* Required

1. **1. How often do you see movies in the theatre? \***

*Mark only one oval.*

- ☐ Once or twice a week
- ☐ Once or twice a month
- ☐ Once or twice every few months
- ☐ Once or twice a year
- ☐ Rarely, if ever

2. **2. What sorts of movies do you enjoy? \***

*Check all that apply.*

- ☐ Action
- ☐ Drama
- ☐ Comedy
- ☐ Horror
- ☐ Sci-Fi
- ☐ Classics
- ☐ Documentary
- ☐ Independent

3. **3. Which of the following aspects do you feel is most important to a good movie? \***

*Check all that apply.*

- ☐ Cast
- ☐ Writing
- ☐ Direction
- ☐ Special Effects
- ☐ Music
- ☐ Choreography

**4. Do you buy tickets in advance? \****Mark only one oval.*

- ☐ Yes, almost always
- ☐ Yes, but only for select movies
- ☐ No

**5. Does pricing of ticket influence your decision on watching movies in theatre? \****Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Sometimes

**6. If you enjoyed the movie in the theatre, how likely are you to buy it on DVD later? \****Mark only one oval.*

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Not very likely
- ☐ Not likely at all

**7. Do you feel re-makes of old films are a good idea? \****Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Depends on the subject matter

**8. How do you feel about movie sequels? \****Mark only one oval.*

- ☐ I think they're a great way to extend the story
- ☐ They can be hit or miss
- ☐ The sequels are pretty much always worse than the original
- ☐ They're always a bad idea

**9. Whose company matters to you while watching movies? \****Mark only one oval.*

- ☐ Family
- ☐ Friends
- ☐ Colleagues
- ☐ Self

10. **10. Please indicate how strongly the following might affect how often you visit the cinema? \***

*Mark only one oval per row.*

	1. Strongly Disagree	2. Disagree	3. Indifferent	4. Agree	5. Strongly Agree
Available free time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximity of cinema	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Admission prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bar/Cafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disability services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Occasions (birthdays, anniversaries, parties)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3D and digital quality screens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seat comfort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>