What went into your decision to see a movie in our theater today? (movie attendance)

What do you think about the quality and value of your purchases at the concession stand? (concession stand profitability)

Which showtime do you prefer, 8:00 PM or 8:30 PM, and why do you prefer that time? (evening movie-goer preferences)

Under what circumstances would you choose a matinee over a nighttime showing? (ticket price increase)