**Beyond the Multiplex - Survey Wave 1 Questions:**

## Introductory Text

Thank you for taking part in this survey about your film watching habits.

This survey is part of a project called [Beyond the Multiplex](https://www.beyondthemultiplex.net/) that is seeking to improve access to film in local communities in English regions. The regions we are looking at are the North East, Yorkshire and the Humber, the North West and the South West. Telling us about your experience of film watching will help us to do that and we really value your responses to the survey questions.

The survey should take around 10 minutes to complete and don’t worry if you have not been to a film recently or are not particularly interested in film, we still want to hear from you.

All data from the survey is anonymous so nothing will be attributed to you personally. Anything you tell us will be confidential and held securely.

## Question 1 – How often have you attended the following arts and cultural activities in the last 12 months?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Not in the last year | Once | Twice | Three times | Four times | More than four times (please specify…) |
| Film at a cinema or other venue |  |  |  |  |  |  |
| Exhibition or collection of art, photography or sculpture |  |  |  |  |  |  |
| Craft exhibition (not crafts market) |  |  |  |  |  |  |
| A public art display or installation (an art work such as sculpture that is outdoors or in a public place) |  |  |  |  |  |  |
| Musical |  |  |  |  |  |  |
| Opera/operetta |  |  |  |  |  |  |
| Classical music concert |  |  |  |  |  |  |
| Jazz performance |  |  |  |  |  |  |

**Question 2 - What are your favourite genres or types of film? (please tick all that are appropriate)**

|  |  |
| --- | --- |
| Action / adventure |  |
| Animation |  |
| Art house/films with particular artistic value |  |
| Comedy |  |
| Comic book movie |  |
| Classic films |  |
| Documentary |  |
| Drama |  |
| Family film |  |
| Fantasy |  |
| Foreign language film |  |
| Horror |  |
| Musicals |  |
| Romance |  |
| Romantic comedy |  |
| Sci-fi |  |
| Suspense / thriller |  |
| No particular favourite genre or type (depends on the particular film) |  |
| Other [please specify]… |  |

## Question 3 – Have you watched any of the following types of films over the last year, at the cinema, at home or elsewhere?

|  |  |
| --- | --- |
| Documentary films |  |
| Hollywood blockbusters |  |
| British films |  |
| Independent films (typically made with low production budgets) |  |
| Non-English language films (films with subtitles) |  |
| Re-releases of archive or classic films |  |
| Films relating to diversity or culturally-specific stories e.g. Black/Asian/Minority Ethnic groups, LGBTQ or disability |  |
| Artists' films or experimental films |  |
| Live performance cinema (eg. live theatre or opera broadcast) |  |
| Short films (usually 40 mins or less) or collected programmes of short films |  |
| None of these |  |

## Question 4 - During the last year, how often have you watched films in the following ways?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Not in the last year | Once | Twice | Three times | Four times | More than four times (please specify…) |
| Broadcast television (scheduled) (BBC, ITV, Channel 4/Channel 5, or satellite / cable / digital / pay TV) |  |  |  |  |  |  |
| DVD (or Blu-ray discs etc) |  |  |  |  |  |  |
| Downloading or streaming by purchase or subscription of full-length films (Netflix, Sky, BBC iPlayer, Amazon Prime Google Play, BFI Player etc) |  |  |  |  |  |  |
| Downloading or streaming using other routes (torrent, VPN or other software, hardware or websites) |  |  |  |  |  |  |

## Question 5 - During the last year, how often did you watch films at these types of venues?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Not in the last year | Once | Twice | Three times | Four times | More than four times (please specify…) |
| Large commercial cinema chain (Odeon, Vue, Cineworld) |  |  |  |  |  |  |
| Small commercial cinema chain (Curzon, Everyman, Empire, Picturehouse) |  |  |  |  |  |  |
| Independent or arthouse cinema (run as a charity or non-profit) |  |  |  |  |  |  |
| Film festival |  |  |  |  |  |  |
| Community event or film club |  |  |  |  |  |  |
| Art gallery or museum exhibition |  |  |  |  |  |  |
| On a plane or train |  |  |  |  |  |  |

**Question 6 - During the last year, how often did you watch films either on your own or with the following people?**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Not in the last year | Once | Twice | Three times | Four times | More than four times (please specify…) |
| On your own |  |  |  |  |  |  |
| With your partner only |  |  |  |  |  |  |
| With one or two friends and/or family - Not including children |  |  |  |  |  |  |
| With a larger group of friends and/or family - Not including children |  |  |  |  |  |  |
| With one or two friends and/or family - Including children |  |  |  |  |  |  |
| With a larger group of friends and/or family - Including children |  |  |  |  |  |  |
| As part of a film club or society, or a school, college, university group |  |  |  |  |  |  |

## Question 7 – During the last year, how have you talked to other people about the films you have watched? (tick all that apply)

|  |  |
| --- | --- |
| Talked with friends, colleagues or family about film in person |  |
| Discussed film with friends, colleagues or family online or using social media |  |
| Talked to new people at film events or screenings |  |
| Discussed film at a film event, film talk, festival, club or community screening |  |
| Discussed film with strangers online or using social media |  |
| Written film reviews (eg. on blogs or websites such as Letterboxd) |  |
| Other [please specify]… |  |
| I haven’t discussed my film viewing |  |

## Question 8 - How much do the following sources influence you when choosing a film to watch at the cinema, at home or elsewhere?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 – Not at all | 2 | 3 | 4 | 5 – A lot |
| Adverts on radio or TV |  |  |  |  |  |
| Film trailers at cinema |  |  |  |  |  |
| Posters at the cinema |  |  |  |  |  |
| Adverts in public space (on a bus, billboard etc.) |  |  |  |  |  |
| Adverts in magazines or newspapers (online or print) |  |  |  |  |  |
| Adverts on social media |  |  |  |  |  |
| Reviews on radio or TV |  |  |  |  |  |
| Podcasts |  |  |  |  |  |
| Reviews in magazines or newspapers (online or print) |  |  |  |  |  |
| Film websites (IMDb, Rotten Tomatoes, Letterboxd etc) |  |  |  |  |  |
| Word of mouth – in person |  |  |  |  |  |
| Word of mouth – social media |  |  |  |  |  |
| Books or literature on film |  |  |  |  |  |
| Other...[please specify] |  |  |  |  |  |

## Question 9 - How good do you think the provision of film is in your local area in terms of cinemas or other venues that show films?

|  |  |
| --- | --- |
| Very good – I can see everything I want to see in my local area |  |
| Good |  |
| Average |  |
| Poor |  |
| Very poor – I cannot see any films I want to watch in my local area |  |

## Question 10 – How important are the following in your choice of cinema or venue?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 – Not at all | 2 | 3 | 4 | 5 – A lot |
| Seating quality, comfort and cleanliness |  |  |  |  |  |
| Quality of picture and sound |  |  |  |  |  |
| Size of the screen |  |  |  |  |  |
| Ticket Prices |  |  |  |  |  |
| Cost of food and drink at the cinema |  |  |  |  |  |
| Other costs such as car parking or transport |  |  |  |  |  |
| Choice or range of films on show |  |  |  |  |  |
| Accessible facilities |  |  |  |  |  |
| Convenience – a location close to home |  |  |  |  |  |
| The reputation of cinema |  |  |  |  |  |
| The other people who go to the cinema |  |  |  |  |  |
| Other...[please specify] |  |  |  |  |  |

## Question 11 - To what extent do the following affect your ability to watch films at the cinema or other venues?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 – Not at all | 2 | 3 | 4 | 5 – A lot |
| Access to public transport |  |  |  |  |  |
| Cost of public transport or car parking |  |  |  |  |  |
| The range of films available locally |  |  |  |  |  |
| The range of cinemas available locally |  |  |  |  |  |
| The screening times of films |  |  |  |  |  |
| The cost of tickets |  |  |  |  |  |
| The cost of food and drink at the cinema |  |  |  |  |  |
| The time it takes to travel to and from the cinema |  |  |  |  |  |
| Having limited free time or being too busy |  |  |  |  |  |
| Having people to go to the cinema with |  |  |  |  |  |
| Childcare or parenting commitments |  |  |  |  |  |
| Lack of information about what is showing locally |  |  |  |  |  |
| Other...[please specify] |  |  |  |  |  |

## Question 12 - How strongly do you associate the following with watching the films you like?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 - Not at all | 2 | 3 | 4 | 5 - Very strongly |
| Entertainment |  |  |  |  |  |
| Socialising - spending time with friends or family |  |  |  |  |  |
| Education and learning |  |  |  |  |  |
| Relaxation |  |  |  |  |  |
| Inspiration |  |  |  |  |  |
| Escapism |  |  |  |  |  |
| Being moved emotionally |  |  |  |  |  |
| Cultural or intellectual enrichment |  |  |  |  |  |
| Meeting new people |  |  |  |  |  |
| Passing the time |  |  |  |  |  |
| Being challenged |  |  |  |  |  |
| Other (please specify…) |  |  |  |  |  |

## Question 13 - How important to your experience of film are the following?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 - Not important | 2 | 3 | 4 | 5 – Very important |
| Being the first to watch a new release |  |  |  |  |  |
| Talking to others about the films you have seen |  |  |  |  |  |
| Watching the films that everyone is talking about |  |  |  |  |  |
| Trying out new types of film you are not familiar with |  |  |  |  |  |
| Being part of the audience for a well-attended film screening |  |  |  |  |  |
| Learning more about film |  |  |  |  |  |
| Going to your favourite cinema |  |  |  |  |  |
| Being part of a film festival, film club or film society |  |  |  |  |  |
| Watching the films your friends or family have recommended |  |  |  |  |  |
| Watching films with your friends and/or family |  |  |  |  |  |

## Question 14 – Do you use any of the following to go online for any purpose?

|  |  |
| --- | --- |
| Smartphone (a phone like an iPhone or Samsung galaxy) |  |
| Tablet (like an iPad, Kindle Fire or Google Nexus) |  |
| Computer - laptop, desktop or netbook computer (PC or Mac) |  |
| Games console or handheld games player |  |
| Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online) |  |
| Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku) |  |
| Wearable technology like a smartwatch (like an Apple Watch) |  |
| Other… |  |

## Question 15 - How often do you use the internet to do the following?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Daily | 4 - 6 times a week | 2 - 3 times a week | Once a week | Once every 2 - 3 weeks | Once a month | Less than once a month | Never |
| Listen to or watch: music, radio, TV, films YouTube or similar media |  |  |  |  |  |  |  |  |
| Access local or national news or public services (such as government or local government websites, health services, politics) |  |  |  |  |  |  |  |  |
| Use the internet to contact a politician (local or national) or sign an online petition |  |  |  |  |  |  |  |  |
| Pay bills online or do online banking |  |  |  |  |  |  |  |  |
| Use social media |  |  |  |  |  |  |  |  |

## Demographics

**How old are you?**

18-19  
20-24  
25-29  
30-34  
35-39  
40-44  
45-49  
50-54  
55-59  
60-64  
65-69  
70-74  
75-79  
80+  
Prefer not to say

**Which one of the following best describes you?**

Single, that is, never married and never registered in a same-sex civil partnership  
Married  
In a registered same-sex civil partnership  
Separated (but still legally married or still legally in a same-sex civil partnership)  
Divorced or formerly in a same-sex civil partnership which is now legally dissolved  
Widowed or surviving partner from a same-sex civil partnership  
Prefer not to say

**Which of the following describes you?**

Female  
Male  
In another way […please specify]  
Prefer not to say

**What is your full postcode? (we are interested in where responses are coming from, you will not be contacted in any way using this information).**

[please specify]

**How many children under 16 live in your household?**

0  
1  
2  
3  
4  
5  
6 or more  
Prefer not to say

**Which of these describes your current work situation?**

Full time paid job (30+ hours per week)  
Part time paid job (8-29 hours per week)  
Part time paid job (under 8 hours per week)  
Self employed  
Looking after home/family or carer  
Full time student  
Seeking work  
Retired  
Not in paid work because of long term illness or disability  
Not in paid work for other reason  
Prefer not to say  
  
**What is your total household income, before tax, per year?**

Less than £11,500  
£11,500 to £19,999  
£20,000 to £29,999  
£30,000 to £39,999  
£40,000 to £59,999  
£60,000 or more  
Don’t know  
Prefer not to say

**What is your highest educational qualification?**Degree or postgraduate qualification  
Certificate of higher education, higher apprenticeship, Diploma of higher education or foundation degree  
A level, AS Level or advanced apprenticeship  
GCSE, O Level or intermediate apprenticeship  
Basic skills qualification  
Prefer not to say

**Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?**

Yes, limited a lot  
Yes, limited a little  
No  
Prefer not to say

**Which of the following best describes your ethnic background?**

White - English/Welsh/Scottish/Northern Irish/British  
White – Irish  
White - Gypsy or Irish Traveller  
White - Any other white background, please describe below  
Mixed/multiple - White and black Caribbean  
Mixed/multiple - White and Black African  
Mixed/multiple - Other mixed ethnic background, please describe below  
Asian/Asian British – Indian  
Asian/Asian British – Pakistani  
Asian/Asian British – Bangladeshi  
Asian/Asian British – Chinese  
Asian/Asian British - Other Asian Background, please describe below  
Black/African/Caribbean – African  
Black/African/Caribbean – Caribbean  
Black/African/Caribbean - Other Black/African/Caribbean background, please describe below  
Other ethnic group – Arab  
Other ethnic group - Other ethnic group, please describe below  
Prefer not to say

Thank you for taking part in the survey, we really appreciate your responses. In the next few months we will be conducting two shorter follow-up surveys, if you would be happy to take part in these please click here […].