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| **Beyond the Multiplex - Survey Waves 2 and 3 Questions**  |
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| INTRODUCTION |
| We would like to know about the most recent five films you have watched at the cinema, at home or elsewhere over the last two months (if you have not watched five films in the last two months then please just tell us about all the films you have watched). |
| **Q#** | **QUESTION** | **ANSWER CHOICES** | **Next Question** | **Film 1** | **Film 2** | **Film 3** | **Film 4** | **Film 5** |
| 1 - FILM DETAILS |
| 1 | What was the name of the film? | Free text | Go to 1a |  |  |  |  |  |
| 1a | How would you describe the genre of the film or categorise this type of film? (Please provide up to three genres or types of film) | [Free text - Answer one] | Go to 1b |  |  |  |  |  |
| [Free text - Answer two] |
| [Free text - Answer three] |
| 1b | What was your primary reason for watching this film? | For a social reason (e.g. to spend time with friends or family): Please specify – free text | Go to 2 |  |  |  |  |  |
| For entertainment (e.g. to relax in the evening after work): Please specify – free text |
| For an artistic reason (e.g. you have an interest in the film director’s work): Please specify – free text |
| 2 - WHEN |
| 2 | When did you watch the film? | After work | Go to 3 |  |  |  |  |  |
| At the weekend, on your day off or in your other free time |  |  |  |  |  |
| On a weekday morning or afternoon |  |  |  |  |  |
| While you were on holiday |  |  |  |  |  |
| Another time (please specify – free text) |
| Don’t know or can’t remember |  |  |  |  |  |
| 3 - WHERE |
| 3 | Where did you watch the film? | At your home  | Go to 3a |  |  |  |  |  |
| At the home of a friend or family member |
| At a cinema  | Go to 3g |  |  |  |  |  |
| At another type of venue or location (please specify - free text). | Go to 3j |  |  |  |  |  |
| 3a | Where in the home did you primarily watch the film? | Free text | Go to 3b |  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| 3b | What device did you use to watch the film? | Smartphone | Go to 3c |  |  |  |  |  |
| Tablet  |  |  |  |  |  |
| Computer - laptop, desktop or netbook computer (PC or Mac) |  |  |  |  |  |
| Television  |  |  |  |  |  |
| Projector |  |  |  |  |  |
| Other (please specify - free text) |
| 3c | How did you watch the film? | Via a scheduled television broadcast or a pay TV channel | Go to 3d |  |  |  |  |  |
| Using a DVD (or Blu-ray disc etc) | Go to 4 |  |  |  |  |  |
| Via a subscription to an online service or by digital rental or purchase | Go to 3e |  |  |  |  |  |
| By downloading or streaming using other routes | Go to 3f |  |  |  |  |  |
| 3d | Which channel did you watch the film on? | BBC One | Go to 4 |  |  |  |  |  |
| BBC Two |
| ITV |
| Channel 4 |
| Channel 5 |
| ITV 2 |
| BBC Four |
| ITV 4 |
| E4 |
| Film 4 |
| TCM  |
| Sky Cinema (any) |
| Other (please specify - free text) |
| Don’t know or can’t remember |
| 3e | Which service did you use to watch the film via the internet? | BBC iPlayer | Go to 4 |  |  |  |  |  |
| Netflix |
| All 4 |
| Now TV |
| iTunes (Apple) |
| Sky |
| Virgin |
| BT |
| Amazon Prime Video |
| Google Play |
| BFI Player  |
| Curzon Home Cinema |
| Mubi |
| FilmStruck |
| Other (please specify) |
| Don’t know or can’t remember |
| 3f | Which website or software did you use to watch the film? | Free text | Go to 4 |  |  |  |  |  |
| 3g | What was the name of the cinema? | Free text | Go to 3h |  |  |  |  |  |
| 3h | Where was this cinema located? | Free text | Go to 3i |  |  |  |  |  |
| 3i | Why did you primarily choose this cinema? | It was the only cinema showing this film | Go to 3j |  |  |  |  |  |
| It is the only cinema I have access to |
| My friends or family were going |
| It has good facilities such as seating |
| It has good quality screens and sound |
| It has cheap tickets or special ticket offer |
| I like the food and drink on offer at the cinema |
| The reputation of the cinema |
| Car parking is easy or cheap  |
| The cinema has accessible facilities |
| The cinema is close to my home or easy to get to |
| It was holding a one-off special event, film season or festival |
| Another reason (please specify) |
| 3j | Was this screening part of a bigger programme or did it have any special features such as a Q&A? | No, it was a normal film screening | Go to 4 |  |  |  |  |  |
| Preview screening (before the film is released) |
| Part of a special programme |
| Part of a film festival |
| Director or cast Q&A |
| Post-film discussion |
| Premiere (first screening in region or country) |
| 4 – WHO WITH |
| 4 | How many other people did you watch this film with? | On your own | Go to 5 |  |  |  |  |  |
| 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 (please specify - free text) |  |
| 5 - INFO |
| 5 | How were you informed about this film? Choose all that apply. | I didn’t know anything about the film before watching it | Go to 6 |  |  |  |  |  |
| TV guide or schedule |
| I have seen this film before or watched it on multiple occasions |
| Cinema website |
| Cinema printed programme |
| Film trailers at cinema |  |  |  |  |  |
| Adverts on radio or TV |  |  |  |  |  |
| 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 in magazines or newspapers (online or print) |  |  |  |  |  |
| Word of mouth – in person |  |  |  |  |  |
| Word of mouth – social media |  |  |  |  |  |
| Books or literature on film |  |  |  |  |  |
| Film websites (IMDb, Rotten Tomatoes, Letterboxd etc) |  |  |  |  |  |
| Podcasts |  |  |  |  |  |
| Reviews on radio or TV |  |  |  |  |  |
| Other (please specify – free text) |  |  |  |  |  |
| 7 - EXPERIENCE |
| 7 | What was you experience of watching this film?(Choose three words) | AnnoyingBoringComfortingDisturbingEducationalEmotionalEngagingEntertainingExcitingFunInspirationalRelaxingRewardingRomanticScarySociableThought provokingOther (please specify – free text) | Go to 7a |  |  |  |  |  |
| 7a | What did you like about this film? | Acting | Go to 7b |  |  |  |  |  |
| Characters |
| Cinematography or visual style |
| Costume design  |
| Directing |
| Editing |
| Lighting or production design |
| Music or sound |
| Script, dialogue or screenplay |
| Special visual effects |
| Story or plot |
| Other (please specify – free text) |
| 7b | What did you dislike about this film? | Acting | Go to 7c |  |  |  |  |  |
| Characters |
| Cinematography or visual style |
| Costume design  |
| Directing |
| Editing |
| Lighting or production design |
| Music or sound |
| Script, dialogue or screenplay |
| Special visual effects |
| Story or plot |
| Other (please specify – free text) |
| 7c | Did you share your experience of watching this film in any of the following ways? | Talked with friends, colleagues or family about film in person (during or after the film) | End of this Film – Repeat for next film |  |  |  |  |  |
| Discussed film with friends, colleagues or family online or using social media (during or after the film) |  |  |  |  |  |
| 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 |  |  |  |  |  |
| Wrote a film review (eg. on blogs or websites such as Letterboxd) |  |  |  |  |  |
| I didn’t share my film viewing |  |  |  |  |  |
| Other (please specify – free text) |  |  |  |  |  |