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List of Tables

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1. Agree
Now thinking about movie trailers... To what extent to do you agree with the following statements:

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
Movie trailers these days give away too much of a movie's PLOT	32%	43%	35%	22%	31%	26%	41%	30%	33%	36%	36%	26%	31%
Movie trailers these days give away too many of a movie's BEST SCENES	49%	61%	55%	38%	52%	36%	49%	50%	49%	48%	51%	51%	51%
Totals	(1,000)	(187)	(317)	(496)	(788)	(107)	(105)	(473)	(527)	(340)	(321)	(85)	(119)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Movie trailers these days give away too much of a movie's PLOT	32%	43%	32%	30%	27%	33%	30%	33%	30%
Movie trailers these days give away too many of a movie's BEST SCENES	49%	59%	46%	48%	48%	47%	50%	50%	61%
Totals	(1,000)	(152)	(216)	(350)	(282)	(379)	(303)	(208)	(110)

	Total	Movie genres you like the most					
		Comedy	Drama	Historical Drama	Romance	Romantic comedy	Science fiction/ Fantasy
Movie trailers these days give away too much of a movie's PLOT	32%	32%	34%	29%	39%	32%	30%

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	Total	**Movie genres you like the most**					
		Comedy	Drama	Historical Drama	Romance	Romantic comedy	Science fiction/ Fantasy
Movie trailers these days give away too many of a movie's BEST SCENES	49%	52%	54%	53%	52%	53%	55%
Totals	(1,000)	(594)	(535)	(380)	(237)	(369)	(456)

	Total	**Movie genres you like the most**						
		Action/ Adventure	Crime/Gangster	Western	Musicals	Animated	Other	None
Movie trailers these days give away too much of a movie's PLOT	32%	33%	39%	27%	34%	29%	28%	29%
Movie trailers these days give away too many of a movie's BEST SCENES	49%	53%	56%	46%	52%	54%	46%	33%
Totals	(1,000)	(631)	(335)	(238)	(175)	(253)	(81)	(40)

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2. Disagree
Now thinking about movie trailers... To what extent to do you agree with the following statements:

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
Movie trailers these days give away too much of a movie's PLOT	48%	41%	50%	52%	48%	59%	40%	50%	46%	47%	48%	54%	49%
Movie trailers these days give away too many of a movie's BEST SCENES	32%	22%	35%	38%	29%	52%	33%	33%	32%	36%	33%	28%	30%
Totals	(1,000)	(187)	(317)	(496)	(788)	(107)	(105)	(473)	(527)	(340)	(321)	(85)	(119)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Movie trailers these days give away too much of a movie's PLOT	48%	46%	47%	50%	48%	46%	47%	50%	55%
Movie trailers these days give away too many of a movie's BEST SCENES	32%	28%	34%	36%	28%	36%	29%	35%	22%
Totals	(1,000)	(152)	(216)	(350)	(282)	(379)	(303)	(208)	(110)

	Total	Movie genres you like the most					
		Comedy	Drama	Historical Drama	Romance	Romantic comedy	Science fiction/ Fantasy
Movie trailers these days give away too much of a movie's PLOT	48%	52%	48%	50%	47%	54%	56%

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	Total	**Movie genres you like the most**					
		Comedy	Drama	Historical Drama	Romance	Romantic comedy	Science fiction/ Fantasy
Movie trailers these days give away too many of a movie's BEST SCENES	32%	33%	30%	28%	34%	34%	34%
Totals	(1,000)	(594)	(535)	(380)	(237)	(369)	(456)

	Total	**Movie genres you like the most**						
		Action/ Adventure	Crime/Gangster	Western	Musicals	Animated	Other	None
Movie trailers these days give away too much of a movie's PLOT	48%	53%	47%	53%	45%	57%	53%	21%
Movie trailers these days give away too many of a movie's BEST SCENES	32%	35%	32%	37%	28%	35%	34%	19%
Totals	(1,000)	(631)	(335)	(238)	(175)	(253)	(81)	(40)

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3. Opinion on revealing plot in movie trailers

Which of the following, if any, best describes how you feel about movie trailers that reveal a lot of a film's plot? (A) Movie trailers that revealed a lot of a film's plot have deterred me from seeing a film; (B) Movie trailers that revealed a lot of a film's plot have encouraged me to see a film; (C) Movie trailers that revealed a lot of a film's plot have not impacted my desire to see a film; (D) Not sure

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
A	19%	23%	18%	17%	20%	10%	19%	20%	18%	19%	21%	23%	16%
B	24%	16%	29%	26%	20%	32%	33%	23%	25%	23%	26%	23%	27%
C	35%	36%	32%	35%	36%	36%	28%	37%	32%	33%	35%	33%	38%
D	23%	26%	21%	22%	24%	21%	19%	21%	25%	25%	18%	22%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(187)	(317)	(496)	(788)	(107)	(105)	(473)	(527)	(340)	(321)	(85)	(119)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
A	19%	22%	17%	18%	21%	17%	21%	20%	20%
B	24%	22%	29%	24%	20%	25%	23%	22%	21%
C	35%	31%	31%	37%	37%	34%	34%	32%	44%
D	23%	24%	24%	21%	23%	24%	21%	26%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(152)	(216)	(350)	(282)	(379)	(303)	(208)	(110)

	Total	Movie genres you like the most					
		Comedy	Drama	Historical Drama	Romance	Romantic comedy	Science fiction/ Fantasy
A	19%	21%	19%	21%	19%	18%	16%
B	24%	26%	25%	23%	25%	25%	27%
C	35%	34%	36%	38%	34%	36%	41%
D	23%	19%	20%	18%	22%	20%	16%
Totals	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(594)	(535)	(380)	(237)	(369)	(456)

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	Total	Movie genres you like the most						
		Action/ Adventure	Crime/Gangster	Western	Musicals	Animated	Other	None
A	19%	19%	19%	19%	24%	15%	29%	2%
B	24%	25%	23%	28%	16%	29%	22%	2%
C	35%	38%	41%	35%	36%	37%	23%	8%
D	23%	18%	18%	18%	23%	19%	26%	88%
Totals	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(631)	(335)	(238)	(175)	(253)	(81)	(40)

4. How decide what movies to see
Which of the following, if any, help you decide what you see at the movies?

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
Movie trailers	48%	56%	55%	38%	49%	38%	51%	49%	47%	44%	54%	62%	52%
Movie booking sites (i.e. Fandango, Moviefone, etc)	6%	8%	7%	3%	5%	8%	8%	3%	8%	5%	7%	4%	7%
Personal recommendations	46%	50%	43%	44%	48%	37%	41%	45%	46%	39%	50%	49%	63%
Movie reviews that I have read online	25%	26%	29%	21%	25%	22%	28%	27%	23%	23%	25%	28%	36%
Movie reviews that I have seen on TV	23%	14%	22%	29%	21%	26%	26%	21%	24%	24%	23%	23%	24%
If it is a sequel of another movie I enjoyed	39%	47%	41%	32%	40%	38%	33%	38%	39%	39%	39%	36%	37%
Other	7%	6%	8%	8%	8%	4%	6%	7%	7%	5%	9%	9%	6%
I don't go to the movies	20%	17%	16%	24%	20%	18%	17%	20%	19%	23%	13%	14%	14%
Totals	(1,000)	(187)	(317)	(496)	(788)	(107)	(105)	(473)	(527)	(340)	(321)	(85)	(119)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Movie trailers	48%	47%	54%	45%	46%	40%	56%	49%	54%
Movie booking sites (i.e. Fandango, Moviefone, etc)	6%	6%	6%	5%	7%	4%	6%	9%	8%
Personal recommendations	46%	51%	50%	40%	47%	37%	49%	48%	68%
Movie reviews that I have read online	25%	29%	21%	23%	29%	18%	25%	30%	48%
Movie reviews that I have seen on TV	23%	29%	25%	21%	17%	22%	25%	20%	23%

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	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
If it is a sequel of another movie I enjoyed	39%	43%	37%	38%	37%	36%	44%	33%	44%
Other	7%	8%	6%	7%	8%	6%	6%	7%	16%
I don't go to the movies	20%	16%	16%	22%	22%	25%	17%	17%	8%
Totals	(1,000)	(152)	(216)	(350)	(282)	(379)	(303)	(208)	(110)

	Total	Movie genres you like the most					
		Comedy	Drama	Historical Drama	Romance	Romantic comedy	Science fiction/ Fantasy
Movie trailers	48%	54%	54%	54%	56%	57%	62%
Movie booking sites (i.e. Fandango, Moviefone, etc)	6%	7%	7%	7%	11%	9%	8%
Personal recommendations	46%	53%	54%	59%	45%	48%	51%
Movie reviews that I have read online	25%	27%	32%	35%	28%	28%	32%
Movie reviews that I have seen on TV	23%	26%	27%	24%	27%	31%	26%
If it is a sequel of another movie I enjoyed	39%	43%	42%	45%	43%	45%	54%
Other	7%	7%	9%	10%	6%	7%	9%
I don't go to the movies	20%	14%	12%	11%	16%	14%	10%
Totals	(1,000)	(594)	(535)	(380)	(237)	(369)	(456)

	Total	Movie genres you like the most						
		Action/ Adventure	Crime/Gangster	Western	Musicals	Animated	Other	None
Movie trailers	48%	55%	53%	52%	54%	64%	58%	9%

| | Total | continued from previous page
Movie genres you like the most | | | | | | |
		Action/ Adventure	Crime/Gangster	Western	Musicals	Animated	Other	None
Movie booking sites (i.e. Fandango, Moviefone, etc)	6%	6%	8%	7%	12%	11%	4%	6%
Personal recommendations	46%	47%	52%	49%	57%	53%	49%	–
Movie reviews that I have read online	25%	28%	30%	30%	36%	37%	31%	–
Movie reviews that I have seen on TV	23%	26%	29%	29%	23%	25%	29%	1%
If it is a sequel of another movie I enjoyed	39%	46%	45%	45%	43%	54%	48%	3%
Other	7%	8%	7%	7%	8%	8%	18%	–
I don't go to the movies	20%	14%	13%	18%	18%	11%	13%	82%
Totals	(1,000)	(631)	(335)	(238)	(175)	(253)	(81)	(40)

5. Favorite movie genre
Which, if any, of the following movie genres do you like the most? (Check all that apply)

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
Comedy	59%	63%	61%	56%	62%	53%	53%	56%	63%	56%	61%	65%	64%
Drama	53%	49%	52%	56%	53%	50%	54%	40%	65%	51%	56%	54%	55%
Historical Drama	37%	32%	37%	41%	41%	27%	26%	40%	34%	35%	36%	41%	42%
Romance	24%	24%	27%	22%	25%	24%	20%	12%	36%	23%	29%	19%	27%
Romantic comedy	37%	36%	37%	37%	39%	33%	29%	22%	51%	33%	39%	33%	48%
Science fiction/ Fantasy	46%	47%	47%	45%	47%	42%	47%	55%	37%	49%	49%	44%	45%
Action/ Adventure	64%	62%	67%	64%	63%	71%	65%	72%	57%	65%	69%	60%	65%
Crime/Gangster	33%	28%	33%	36%	32%	41%	30%	36%	30%	37%	33%	33%	29%
Western	22%	11%	18%	33%	23%	23%	20%	29%	15%	19%	24%	25%	23%
Musicals	18%	18%	15%	19%	19%	15%	10%	11%	24%	16%	19%	14%	21%
Animated	26%	32%	28%	21%	26%	31%	25%	24%	29%	25%	29%	23%	28%
Other	9%	12%	7%	9%	9%	4%	10%	8%	10%	12%	7%	5%	6%
I don't like any genre of films	4%	7%	5%	2%	3%	6%	12%	5%	4%	4%	3%	8%	2%
Totals	(1,000)	(187)	(317)	(496)	(788)	(107)	(105)	(473)	(527)	(340)	(321)	(85)	(119)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Comedy	59%	64%	61%	58%	57%	58%	61%	60%	63%
Drama	53%	54%	57%	49%	54%	51%	53%	53%	60%
Historical Drama	37%	32%	42%	33%	44%	31%	39%	42%	48%
Romance	24%	27%	26%	27%	17%	24%	23%	28%	24%
Romantic comedy	37%	32%	44%	36%	35%	34%	36%	42%	44%
Science fiction/ Fantasy	46%	39%	51%	48%	44%	43%	50%	46%	47%
Action/ Adventure	64%	64%	63%	64%	65%	67%	63%	60%	59%
Crime/Gangster	33%	34%	30%	33%	33%	39%	30%	29%	23%
Western	22%	18%	18%	23%	28%	26%	20%	20%	15%
Musicals	18%	14%	21%	17%	18%	12%	22%	20%	22%
Animated	26%	27%	28%	27%	23%	23%	29%	27%	28%
Other	9%	14%	6%	8%	10%	8%	9%	11%	7%

continued from previous page

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
I don't like any genre of films	4%	4%	2%	6%	5%	5%	3%	6%	2%
Totals	(1,000)	(152)	(216)	(350)	(282)	(379)	(303)	(208)	(110)

	Total	Movie genres you like the most					
		Comedy	Drama	Historical Drama	Romance	Romantic comedy	Science fiction/ Fantasy
Comedy	59%	100%	68%	63%	77%	79%	65%
Drama	53%	61%	100%	69%	72%	70%	57%
Historical Drama	37%	39%	49%	100%	41%	42%	46%
Romance	24%	31%	33%	26%	100%	56%	22%
Romantic comedy	37%	49%	49%	42%	85%	100%	38%
Science fiction/ Fantasy	46%	50%	50%	57%	42%	47%	100%
Action/ Adventure	64%	70%	69%	69%	63%	68%	83%
Crime/Gangster	33%	40%	46%	43%	38%	37%	42%
Western	22%	25%	26%	33%	25%	25%	29%
Musicals	18%	21%	20%	27%	36%	31%	17%
Animated	26%	34%	29%	31%	37%	36%	38%
Other	9%	8%	9%	8%	3%	6%	7%
I don't like any genre of films	4%	–	–	–	–	–	–
Totals	(1,000)	(594)	(535)	(380)	(237)	(369)	(456)

	Total	Movie genres you like the most						
		Action/ Adventure	Crime/Gangster	Western	Musicals	Animated	Other	None
Comedy	59%	65%	72%	68%	69%	77%	52%	–
Drama	53%	57%	75%	61%	61%	58%	51%	–
Historical Drama	37%	40%	49%	54%	57%	45%	33%	–
Romance	24%	24%	28%	27%	50%	34%	8%	–
Romantic comedy	37%	39%	41%	41%	64%	51%	27%	–
Science fiction/ Fantasy	46%	60%	59%	61%	45%	66%	36%	–

	Total	Action/ Adventure	Crime/Gangster	Western	Musicals	Animated	Other	None
		continued from previous page **Movie genres you like the most**						
Action/ Adventure	64%	100%	83%	85%	65%	82%	52%	–
Crime/Gangster	33%	42%	100%	59%	39%	44%	32%	–
Western	22%	30%	40%	100%	30%	34%	9%	–
Musicals	18%	18%	21%	23%	100%	33%	14%	–
Animated	26%	33%	35%	39%	49%	100%	22%	–
Other	9%	7%	9%	4%	7%	8%	100%	–
I don't like any genre of films	4%	–	–	–	–	–	–	100%
Totals	(1,000)	(631)	(335)	(238)	(175)	(253)	(81)	(40)

6. Most important movie element
Which, if any, of the following do you think is the most important element in a movie? (Check all that apply)

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
The cast	45%	49%	41%	45%	45%	46%	47%	36%	53%	45%	46%	45%	47%
The director	20%	24%	17%	19%	21%	13%	18%	19%	20%	18%	18%	28%	25%
The genre	22%	24%	25%	18%	23%	25%	15%	21%	23%	25%	23%	23%	19%
The plot/storyline	77%	72%	74%	83%	80%	77%	63%	77%	77%	72%	82%	78%	86%
The book/play it is based on	14%	14%	11%	16%	15%	9%	13%	10%	18%	12%	17%	16%	13%
It's popularity	8%	7%	12%	6%	7%	13%	12%	7%	10%	10%	8%	8%	4%
None of these	7%	9%	8%	5%	6%	5%	12%	7%	7%	8%	4%	9%	6%
Totals	(1,000)	(187)	(317)	(496)	(788)	(107)	(105)	(473)	(527)	(340)	(321)	(85)	(119)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
The cast	45%	48%	50%	41%	45%	44%	46%	40%	52%
The director	20%	17%	25%	15%	25%	17%	22%	21%	21%
The genre	22%	19%	24%	22%	22%	22%	23%	21%	19%
The plot/storyline	77%	70%	80%	76%	82%	71%	81%	82%	85%
The book/play it is based on	14%	16%	16%	13%	14%	12%	16%	13%	19%
It's popularity	8%	9%	9%	7%	9%	10%	8%	8%	1%
None of these	7%	6%	8%	7%	7%	8%	7%	7%	3%
Totals	(1,000)	(152)	(216)	(350)	(282)	(379)	(303)	(208)	(110)

	Total	Movie genres you like the most					
		Comedy	Drama	Historical Drama	Romance	Romantic comedy	Science fiction/ Fantasy
The cast	45%	53%	56%	52%	55%	56%	48%
The director	20%	22%	27%	29%	26%	23%	26%
The genre	22%	22%	24%	26%	21%	24%	25%
The plot/storyline	77%	83%	84%	86%	78%	81%	87%
The book/play it is based on	14%	15%	17%	21%	20%	17%	17%

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Movie genres you like the most

	Total	Comedy	Drama	Historical Drama	Romance	Romantic comedy	Science fiction/ Fantasy
It's popularity	8%	9%	8%	7%	13%	11%	5%
None of these	7%	3%	2%	3%	2%	3%	2%
Totals	(1,000)	(594)	(535)	(380)	(237)	(369)	(456)

Movie genres you like the most

	Total	Action/ Adventure	Crime/Gangster	Western	Musicals	Animated	Other	None
The cast	45%	50%	54%	50%	50%	53%	61%	5%
The director	20%	23%	22%	26%	30%	29%	24%	2%
The genre	22%	25%	28%	25%	20%	29%	31%	2%
The plot/storyline	77%	83%	85%	87%	79%	87%	74%	18%
The book/play it is based on	14%	13%	16%	20%	28%	17%	13%	3%
It's popularity	8%	9%	10%	8%	11%	10%	8%	4%
None of these	7%	2%	2%	2%	4%	2%	8%	81%
Totals	(1,000)	(631)	(335)	(238)	(175)	(253)	(81)	(40)