

UKFC CULTURAL CONTRIBUTION OF FILM

QUANT SURVEY (Final - Version 13)

18 Feb 2011

ASK ALL (SP)

A1. How old are you?

1. Under 15 **THANK & CLOSE**
2. 15 – 17
3. 18 – 19
4. 20 – 24
5. 25 – 34
6. 35 – 44
7. 45 – 54
8. 55 – 64
9. 65 – 74
10. 75 or older **THANK & CLOSE**

ASK ALL (SP)

A2. Are you...

1. Male
2. Female

ALL: TO BE CODED FROM PANEL DATA - HIDDEN

A3. REGION (SP)

1. North
2. North West
3. Yorkshire & Humberside
4. West Midlands
5. East Midlands
6. East Anglia
7. South West
8. South East
9. Greater London
10. Wales
11. Scotland
12. N. Ireland

ASK ALL (SP PER ROW)

B1. About how often, if at all, do you do the following things?

COLUMNS:

1. Several times a week
2. Once a week
3. 2 – 3 times a month
4. Once a month
5. Once every 2 months
6. Once every 3-4 months
7. Once every 5-6 months
8. Less often

9. Never
10. Don't know

ROWS: RANDOMISE ACROSS TWO SCREENS - 8/7 STATEMENTS PER SCREEN

1. Read a newspaper (printed version)
2. Read a weekly or monthly magazine (printed version)
3. Read some pages from a novel
4. Read some pages from a non-fiction book **ALWAYS KEEP IMMEDIATELY AFTER CODE 3**
5. Listen to the radio
6. Listen to music on a CD or digital player
7. Play videogames or computer games at home
8. Surf the internet or visit websites
9. Go to a live music concert
10. Visit the theatre
11. Visit a museum
12. Visit an art gallery
13. Go to a live sports event
14. Visit a pub or club **ONLY IF AGED 18+ (CODES 3 TO 9 AT A1)**
15. Go for a walk in the countryside (or parks)

ASK ALL (SP PER ROW)

B2. And now some questions about watching television and films.
About how often do you ...?

COLUMNS:

1. Several times a week
2. Once a week
3. 2 – 3 times a month
4. Once a month
5. Once every 2 months
6. Once every 3-4 months
7. Once every 5-6 months
8. Less often
9. Never
10. Don't know

ROWS (RANDOMISE ORDER)

1. Watch a FILM on television (BBC/ITV/Channel 4/Channel 5, or satellite / cable / digital / pay TV)
2. Watch other kinds of programme on television **ALWAYS KEEP IMMEDIATELY AFTER CODE 1**
3. Watch a FILM on DVD (or Blu-ray disc)
4. Watch a FILM (A FULL-LENGTH FILM/MOVIE) downloaded or streamed from the internet (please only include FULL-LENGTH FILMS – NOT clips or trailers) e.g. via a computer or games console
5. Watch a FILM (A FULL-LENGTH FILM/MOVIE) on a MOBILE device (such as an iPad/tablet computer, mobile phone or other portable video device). Please only include FULL-LENGTH FILMS – NOT clips or trailers
6. Watch a FILM at the cinema
7. Watch a FILM (A FULL-LENGTH FILM/MOVIE) shown on a plane

ASK IF B2 ITEM 2 = CODES 1 TO 8 OR 10 (MP)

B3. In the last month, which, if any, of these types of television programmes have you watched?

PLEASE SELECT ALL THAT APPLY

RANDOMISE

1. News
2. Soap operas
3. Comedy / Sit-coms **ALWAYS KEEP IMMEDIATELY AFTER CODE 2**
4. Other drama (e.g. Dr Who, Mad Men, CSI) **ALWAYS KEEP IMMEDIATELY AFTER CODE 3**
5. Documentaries
6. Game shows / quiz shows / panel shows
7. Reality TV / Talent shows
8. Chat shows
9. Factual entertainment (e.g. Top Gear / Time Team / The Gadget Show)
10. Culture shows (e.g. Film 2011 / Imagine / Late Review)
11. Music shows / concerts
12. Sport
13. Wildlife / nature programmes
14. None of these (**ALWAYS 2nd LAST - SP**)
15. Don't know (**ALWAYS LAST - SP**)

ASK ALL (SP PER ROW)

B4. Please think about the things you are interested in or enjoy doing. How interested are you in each of the following?

RANDOMISE ROWS ASK ACROSS TWO SCREENS - 13/12 STATEMENTS PER SCREEN

COLUMNS

1. Very interested
2. Fairly interested
3. Not very interested
4. Not at all interested
5. Don't know

ROWS

1. UK politics
2. World politics
3. News about the UK
4. News about the world
5. UK history
6. World history
7. Knowing /finding out about different ways of life / groups in UK society
8. Knowing / finding out about different ways of life / groups around the world
9. News about celebrities/famous people
10. Religion (your own religion and/or other religions)
11. Different languages
12. Film
13. Classical music
14. Pop/rock music
15. Television
16. Theatre/dance
17. Literature
18. Art

19. Museums
20. Videogames / computer games
21. Watching sport (football, rugby, cricket, tennis etc)
22. Taking part in sport / exercise / going to the gym
23. Pubs and clubs **ONLY IF AGED 18+ (CODES 3 TO 9 AT A1)**
24. Restaurants / eating out
25. The countryside/the landscape

ASK ALL (MP)

B5. Please think about **[INSERT ART FORM / ENTERTAINMENT]**. Which, if any, of the following words and phrases do you think particularly apply to **[INSERT ART FORM / ENTERTAINMENT]**? Please select as many or as few as you like.

SEPARATE SCREEN FOR EACH OF THE FOLLOWING ART FORMS (RANDOMISED):

1. Film
2. Classical music
3. Pop/rock music
4. Television
5. Theatre/dance
6. Literature
7. News/newspapers
8. Art galleries / museums
9. Videogames / computer games
10. Watching sport (football, rugby, cricket, tennis etc)
11. Taking part in sport / exercise / going to the gym
12. Pubs and clubs **ONLY IF AGED 18+ (CODES 3 TO 9 AT A1)**
13. Restaurants / eating out
14. The countryside/the landscape
15. Religion

CODES (RANDOMISED):

(MP)

1. Entertaining
2. Sociable
3. Informative / educational
4. Relaxing
5. Good at providing escapism
6. Thought provoking
7. Rewarding
8. Good for people's self-development
9. Fashionable
10. Inspirational
11. Emotional/moving
12. Good for people's sense of well being
13. Boring
14. Has a negative effect on people / society
15. Has artistic value
16. Exciting
17. None of the above **(FIX HERE - SP)**
18. Don't know **(FIX HERE - SP)**

ASK ALL (SP PER ROW)

B6. How much of a contribution to our way of life in this country do you think each of the following makes or has made?

COLUMNS

1. Very big contribution
2. Fairly big contribution
3. Fairly small contribution
4. Very small contribution
5. No contribution at all
6. Don't know

ROWS (RANDOMISE ORDER):

1. Film
2. Classical music
3. Pop/rock music
4. Television
5. Theatre/dance
6. Literature
7. News/newspapers
8. Art galleries / museums
9. Videogames / computer games
10. Watching sport (football, rugby, cricket, tennis etc)
11. Taking part in sport / exercise / going to the gym
12. Pubs and clubs **ONLY IF AGED 18+ (CODES 3 TO 9 AT A1)**
13. Restaurants / eating out
14. The countryside/the landscape
15. Religion

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8

MP

C1. Which, if any, of the following are your favourite genres / types of films?

PLEASE SELECT AS MANY AS APPLY

RANDOMISE ORDER (ALWAYS KEEP FINAL 2 CODES LAST)

1. Action / adventure
2. Animation
3. Art house/films with particular artistic value
4. Comedy
5. Comic book movie
6. Classic films
7. Documentary
8. Drama
9. Family film
10. Fantasy
11. Foreign language film
12. Horror
13. Musicals
14. Romance
15. Romantic comedy
16. Sci-fi
17. Suspense / thriller
18. Other (Specify) **(FIX HERE)**
19. No particular favourite genre or type (depends on the particular film) **(FIX HERE - SP)**
20. Don't know **(FIX HERE - SP)**

ASK IF B2 ITEM 6 = CODES 1 TO 8

C2. Which one type of cinema do you generally go to most often?

1. A large multiplex cinema
2. A smaller cinema that shows independent and 'art-house' films
3. A high street or local cinema that is not a large multiplex
4. I don't go to just one type of cinema **(FIX HERE - SP)**
5. Don't know **(FIX HERE - SP)**

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8

(MP PER COLUMN)

C3. In the last 12 months, which, if any, of these types of film have you watched in each of the following formats?

COLUMNS (RANDOMISE ORDER)

1. Cinema **IF B2 ITEM 6 = CODES 1 TO 8**
2. Television **IF B2 ITEM 1 = CODES 1 TO 8**
3. DVD / Blu-ray **IF B2 ITEM 3 = CODES 1 TO 8**
4. Downloading / streaming on the internet **IF B2 ITEM 4 = CODES 1 TO 8**
5. On a mobile device **IF B2 ITEM 5 = CODES 1 TO 8**
6. Shown on a plane **IF B2 ITEM 7 = CODES 1 TO 8**

DOWN THE SIDE (RANDOMISE ORDER - ALWAYS KEEP FINAL CODE LAST)

1. Blockbuster films, with big budget special effects and a star cast
2. Films made without big budget special effects, but with famous cast members

3. Independent or 'indie' films, typically made with smaller budgets
4. Foreign language films, with stories set outside of the UK and US
5. Animated (e.g. cartoon) films
6. None of these
7. Don't know

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8

C4. Which ONE of the following do you tend to watch most often, either at the cinema, on TV, DVD / Blu-ray, online or on a mobile device, or shown on a plane?

SHOW CATEGORIES SELECTED AT C3 IF ANY OF COLUMNS 1-6 CODED AT C3 (RANDOMISED)

1. Blockbuster films, with big budget special effects and a star cast **IF C3=CODE 1**
2. Films made without big budget special effects, but with famous cast members **IF C3=CODE 2**
3. Independent or 'indie' films, typically made with smaller budgets **IF C3=CODE 3**
4. Foreign language films, with stories set outside of the UK and US **IF C3=CODE 4**
5. Animated (e.g. cartoon) films **IF C3=CODE 5**
6. Other specify **ALWAYS SHOW THIS CODE**
7. Don't know **ALWAYS SHOW THIS CODE**

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (MP PER COLUMN)

C5. When you're deciding whether or not to watch a film, which of the following aspects are important to your decision? Please answer this question for each way of watching films.

Please use a separate box for each answer if you have more than one 'Another aspect of the film (please specify)' response

COLUMNS – RANDOMISE ORDER:

1. At the cinema **IF B2 ITEM 6 = CODE 1 TO 8**
2. DVD or Blu-ray disc **IF B2 ITEM 3 = CODE 1 TO 8**
3. On television **IF B2 ITEM 1 = CODE 1 TO 8**
4. Downloading/streaming on the internet **IF B2 ITEM 4 = CODE 1 TO 8**
5. On a mobile device **IF B2 ITEM 5 = CODE 1 TO 8**
6. Shown on a plane **IF B2 ITEM 7 = CODE 1 TO 8**

ROWS: RANDOMISE (EXCEPT ALWAYS KEEP FINAL CODE LAST):

1. Genre or type of film (e.g. comedy, horror, action, Western, period drama)
2. Actors in the film
3. Film director
4. Music in the film
5. Reviews in the media (newspapers / magazines / TV / radio)
6. Recommendations by friends and family
7. Word of mouth on online blogs / forums / social networks
8. Origin or nationality of the film
9. Certificate of the film (e.g. U, PG, 12A, 15, 18)
10. Want to see it as soon as possible
11. It's easily available / convenient
12. Cost (how much it costs, or it's free)
13. The length of the film
14. The story / interesting story
15. Spectacular visual and audio experience

16. Watching with friends / family
17. It's a film I studied/am studying at school/college/university/evening class
18. It's new/the latest film release
19. Somebody else (e.g. friend/family) decides
20. Another aspect of the film (please specify) **FIX THIS CODE HERE**
21. Another aspect of the film (please specify) **FIX THIS CODE HERE**
22. Another aspect of the film (please specify) **FIX THIS CODE HERE**
23. None of these **FIX THIS CODE HERE (SP)**
24. Don't know **FIX THIS CODE HERE (SP)**

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (SP PER ROW)

C6. Have you ever...

COLUMNS

1. Yes
2. No
3. Don't know

ROWS – RANDOMISE ORDER:

1. Bought a music soundtrack CD (or download) after watching a film?
2. Bought other film merchandise (such as T-shirts / posters / collectors cards)? **ALWAYS KEEP IMMEDIATELY AFTER CODE 1**
3. Bought the DVD (or Blu-ray disc) of a film after watching it at the cinema?
4. Rented the DVD (or Blu-ray disc) of a film after watching it at the cinema?
5. Watched a film on television after watching it at the cinema?
6. Joined a fan club or social network group (e.g. Facebook), or contributed to a fan website for a particular film, or film director, or film actor?
7. Made a special trip to visit a particular location that featured in a film?
8. Been a member of a film club or film society (e.g. a group that met regularly to discuss or watch films)?
9. Studied film at school, college, university or evening class?
10. Worked in a cinema, or in the film or television industry?

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (SP PER ROW)

C7. How often do you...

COLUMNS:

1. Several times a week
2. Once a week
3. 2 – 3 times a month
4. Once a month
5. Once every 2 months
6. Once every 3-4 months
7. Once every 5-6 months
8. Less often
9. Never
10. Don't know

ROWS - RANDOMISE:

1. Read film reviews or articles in newspapers or magazines (printed version)?
2. Read film reviews or articles online?
3. Listen to or watch film reviews or film programmes on the radio or television?
4. Chat about films you've seen with friends and family?

5. Get involved in discussions via online blogs / forums / social networks?

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (OPEN)

D1. People can have all sorts of reactions to films. There are some films that people just find entertaining. But there are other films that can really make people think about things; or can open people's eyes to different cultures or to historical events; or remind them of particular aspects of their own life; or that just make a big impression in some way.

Can you think of a film that you have seen that has had an effect on you?

(You may have seen it recently, or it may be a film that you first saw many years ago. Please take some time to think about your answer – we realise that this is not a particularly easy question).

PLEASE TYPE IN THE NAME OF THE FILM

IF YOU CAN'T REMEMBER THE NAME OF THE FILM, TYPE IN A BRIEF DESCRIPTION OF THE FILM

(OPEN)

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (OPEN)

D2. Please explain briefly what sort of effect this film made on you, and why.

ADDITIONAL QUESTION TEXT – INSERT D1 OPEN TEXT

PLEASE TYPE IN **(OPEN)**

1. **PRE-CODE:** IF YOU COULD NOT THINK OF A FILM AT ALL AT THE PREVIOUS QUESTION PLEASE CLICK HERE. **EXCLUSIVE**

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 – EXCEPT THOSE CODING 1 AT D2 (MP)

D3. Are there any particular aspects of this film that stand out in your memory?

ADDITIONAL QUESTION TEXT – INSERT D1 OPEN TEXT

SELECT ALL THAT APPLY

RANDOMISE – EXCEPT FIX LAST 2 CODES (SP THESE 2 CODES)

1. Particular images or scenes from the film
2. Particular lines said by the characters
3. The music or soundtrack
4. The story told in the film
5. The quality of the performances
6. The country or place the film was set in
7. The period or time in which the film was set
8. The type of people or social group shown in the film
9. The way it looked / the way it was shot
10. The message or meaning of the film
11. Other aspect of the film (specify) **(FIX HERE)**
12. Nothing in particular stands out **(FIX HERE – SP)**
13. Don't know **(FIX HERE – SP)**

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 – EXCEPT THOSE CODING 1 AT D2 (MP)

D4. **What kind of effect did this film have on you?**

ADDITIONAL QUESTION TEXT – INSERT D1 OPEN TEXT

PLEASE SELECT ALL THAT APPLY

RANDOMISE – EXCEPT FIX LAST CODE (SP THE LAST CODE)

1. It had a big emotional impact on me
2. It really made me think about things
3. It changed the way I think about certain things
4. I identified with some of the characters or experiences in the film
5. It gave me a role model to follow
6. I really enjoyed the film
7. It made a big impression on me
8. I learned a lot about the country or place the film was set in
9. I learned a lot about the time or period in which the film was set
10. I learned a lot about the type of people or social group shown in the film
11. I learned a lot about another particular issue or subject from the film
12. It inspired me to change something in my life
13. I liked the way it looked / the way it was shot
14. I felt the film represented part of who I am, or where I come from
15. It reminded me of a particular period or occasion in my life, or particular people in my life
16. None of the above **(FIX HERE – SP)**
17. Don't know **(FIX HERE – SP)**

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 – EXCEPT THOSE CODING 1 AT D2 (SP)

D5. When did you **first** see this film?

ADDITIONAL QUESTION TEXT – INSERT D1 OPEN TEXT

1. Within the last year
2. One or two years ago
3. 3 – 5 years ago
4. 6 – 10 years ago
5. More than 10 years ago
6. Can't remember

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (SP PER ROW)

D6. Now, thinking about all the films you have watched **in the last few years**, have you seen any films...

COLUMNS:

1. Yes, definitely
2. Yes, to some extent
3. No
4. Don't know

ROWS: RANDOMISE ORDER

1. That you talked to friends or family about regarding the situations shown in the film
2. That led to you to take action directly related to the situation shown in the film (e.g. joined a group, donated money, wrote a letter etc.)
3. That you found particularly thought-provoking
4. That made you think afterwards about some difficult or sensitive issues
5. That were educational in some way, e.g. you learned a lot about an issue from the film
6. That encouraged you to go and find out more about a subject raised by the film (e.g. reading a book/article or searching on the internet)
7. That made you feel more self-confident about yourself
8. That made you feel proud about who you are, or where you come from
9. That gave you new insights into other cultures or other types of people
10. That reinforced negative stereotypes about particular sorts of people or places
11. That you felt encouraged negative values or bad behaviour

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (SP PER ROW)

D7. To what extent do you agree or disagree with the following statements?

COLUMNS:

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know

ROWS: RANDOMISE ORDER

1. On the whole, most films I watch are pure entertainment
2. I often find films thought provoking
3. Films are a good way of making people think about difficult or sensitive issues

4. Films can be a great way of learning about people from different backgrounds
5. Watching films is a good way of getting together with friends or family
6. Films can reinforce negative stereotypes and divisions in society
7. Films can encourage fantasies about unachievable lifestyles

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (SP)

D8. Are there any films you have watched more than 3 times?

1. Yes
2. No
3. Don't know

ASK IF D8 = CODE 1 (OPEN) - ONE BOX MANDATORY

D8b. Which films have you watched more than 3 times? Please type in up to 3 films you have watched the most, using a separate box for each film.

TYPE IN – Box 1

TYPE IN – Box 2

TYPE IN – Box 3

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (SP)

D9. Are there any films that particularly remind you of your childhood?

1. Yes
2. No
3. Don't know

ASK IF D9 = CODE 1 (OPEN) - ONE BOX MANDATORY

D9b. Which films particularly remind you of your childhood? Please type in up to 3 films that most remind you of this, using a separate box for each film.

TYPE IN – Box 1

TYPE IN – Box 2

TYPE IN – Box 3

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (SP)

D10. Are there any films that remind you of your teenage years [**INSERT ADDITIONAL TEXT IF AGED 20+**], or early adulthood?

1. Yes
2. No
3. Don't know

ASK IF YES AT D10 (OPEN) - ONE BOX MANDATORY

D10b. Which films particularly remind you of your teenage years [**INSERT ADDITIONAL TEXT IF AGED 20+**] or early adulthood? Please type in up to 3 films that most remind you of this, using a separate box for each film.

TYPE IN – Box 1

TYPE IN – Box 2

TYPE IN – Box 3

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (SP PER ROW)

E1. We're now going to show you a series of images of film posters. For each, can you tell us whether you have seen it, heard of it (but not seen it) or not heard of the film?

COLUMNS:

1. I've seen this film
2. I've heard of this film (but not seen it)
3. I've not heard of this film
4. Don't know

ROWS: FILM TITLES AND IMAGES (5 PER SCREEN)

SHOW 25 TITLES, COMPLETELY RANDOMISED – SEE LIST BELOW

SHOW ACROSS 5 SEPARATE SCREENS (5 TITLES PER SCREEN)

1. James Bond: Quantum of Solace (2008)
2. Harry Potter and the Deathly Hallows (2010 – the film, not the book)
3. American Gangster (2007) **SUPPRESS IF A1=CODE 2**
4. Shrek (2001)
5. Avatar (2009)
6. Mamma Mia! (2008 – the film, not the stage show)
7. The King's Speech (2010)
8. Shaun of the Dead (2004)
9. Calendar Girls (2003)
10. Kidulthood (2006)
11. Crouching Tiger, Hidden Dragon (2000)
12. Cinema Paradiso (1988)
13. Amelie (2001)
14. The Girl With the Dragon Tattoo (2009 – the film not the book) **SUPPRESS IF A1=CODE 2**
15. Pan's Labyrinth (2006)
16. The Godfather (1972 – the film not the book)
17. Citizen Kane (1941)
18. The Italian Job (1969)
19. The Lavender Hill Mob (1951)
20. Casablanca (1942)
21. The Lives of Others (2006)
22. Paris Texas (1984)
23. The Red Shoes (1948)
24. Dirty Pretty Things (2002)
25. Another Year (2010)

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (SP PER ROW)

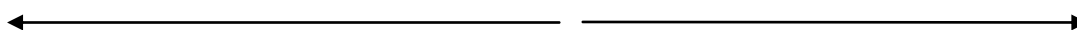
F1. The film industry is a global industry, and sometimes the production of a single film can involve people and money from several different countries. This means it is often difficult to decide how to describe the nationality of a film – for example, is it American? Is it British? Is it a combination of the two?

Can you indicate on the scale how British or American you think the following films are? You can choose any of the points on the scale. It doesn't matter whether you know the answer or not. In fact, we're really interested in your first impression, so please don't look up the answer elsewhere before responding.

5 FILMS PER SCREEN – RANDOMISE ORDER:

1. Braveheart (1995)
2. Bridget Jones' Diary (2001)
3. Casino Royale (2006 – the film, not the book)
4. Chronicles of Narnia – The Voyage of the Dawn Treader (2010 – the film not the book)
5. The Da Vinci Code (2006 – the film not the book)
6. Harry Potter and the Philosopher's Stone (2001 – the film not the book)
7. Lawrence of Arabia (1962)
8. Lord of the Rings – The Return of the King (2003 – the film, not the book)
9. Wallace & Gromit: The Curse of the Were-Rabbit (2005)
10. Mary Poppins (1964)

COLUMNS:



Entirely British			Equally British and American			Entirely American	Neither British nor American	Don't know
•	•	•	•	•	•	•	•	•

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (SP PER ROW)

F2. We're now going to show you another series of images of film posters. For each, can you tell us to what extent you think the film is British or another nationality?

You can choose any of the 7 points on the scale. It doesn't matter whether you know the answer or not. In fact, we're really interested in your first impression, so please don't look up the answer elsewhere before responding.

5 FILMS PER SCREEN – RANDOMISE ORDER:

1. Billy Elliot (2000 – the film, not the stage show)
2. Crouching Tiger, Hidden Dragon (2000)
3. The Lives of Others (2006)
4. Saving Private Ryan (1998)
5. Shaun of the Dead (2004)
6. Slumdog Millionaire (2008)
7. St Trinian's (2007)
8. The Full Monty (1997)
9. East is East (1999)
10. Trainspotting (1996) **SUPPRESS IF A1=CODE 2**

COLUMNS:

Entirely British			Equally British and another nationality			Entirely another nationality	Don't know
•	•	•	•	•	•	•	•

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (SP PER ROW)

F3. On the whole, how would you rate the production quality (camerawork, wardrobe, set design, etc.) of...

COLUMNS (RANDOMISE ORDER)

1. Very good
2. Fairly good
3. Neither good nor poor
4. Fairly poor
5. Very poor
6. It completely depends on the film
7. Don't know

ROWS (RANDOMISE ORDER)

1. Hollywood films?
2. British films?
3. English language films (EXCLUDING Hollywood/British)?
4. Non-English language films?

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (SP PER ROW)

F4. And on the whole, how would you rate the quality of acting in...

COLUMNS (RANDOMISE ORDER)

1. Very good
2. Fairly good
3. Neither good nor poor
4. Fairly poor
5. Very poor
6. It completely depends on the actor, their role and the film
7. Don't know

ROWS (RANDOMISE ORDER)

1. Hollywood films?
2. British films?
3. English language films (EXCLUDING Hollywood/British)?
4. Non-English language films?

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (SP PER ROW)

F5. To what extent do you agree or disagree with the following statements?

COLUMNS:

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know

ROWS – RANDOMISE ORDER

1. When British films or film stars win international awards, it helps to foster a sense of national pride
2. British films are an important part of British culture
3. Too many of the films shown in the UK are American
4. There are too few non-English language films shown in the UK
5. Too few of the films shown in the UK are British
6. It's important for Britain to be able to make British films
7. National Lottery funding of British-made films should continue

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (SP)

F6. Are you more or less likely to watch a film if it's British?

1. Much more likely
2. A little more likely
3. A little less likely
4. Much less likely
5. Makes no difference

ASK IF ANY OF B2 ITEMS 1, 3, 4, 5, 6 OR 7 = CODES 1 TO 8 (SP PER ROW)

F7. In the last 12 months, have you watched any **BRITISH** films...

COLUMNS:

1. Yes
2. No
3. Not sure

ROWS – RANDOMISE ORDER:

1. Watched **BRITISH** films at the cinema?
2. Watched **BRITISH** films on DVD or Blu-ray disc?
3. Watched **BRITISH** films by downloading or streaming off the internet?
4. Watched **BRITISH** films on a mobile device?
5. Watched **BRITISH** films on the television?
6. Watched **BRITISH** films shown on a plane?

ASK ALL CODES 1 TO ANY OF F7 ITEMS 1 TO 6 (OPEN)

F8.

What was the last **BRITISH** film you watched?

PLEASE TYPE IN THE NAME, OR IF YOU CAN'T REMEMBER THE NAME, A DESCRIPTION OF THE FILM
(OPEN)

ASK ALL CODES 1 TO ANY OF F7 ITEMS 1 TO 6 (SP)

F9. Thinking about this film, would you say the picture of the part of British life it portrayed was true to life?

ADDITIONAL QUESTION TEXT – INSERT F8 OPEN TEXT

1. Yes, very true to life
2. Yes, fairly true to life
3. No, not very true to life
4. No, not at all true to life
5. (Not really applicable to this film)
6. Don't know

ASK ALL (SP)

F10. How important do you think it is that British films should give a picture of life in Britain that is true to life?

1. Very important
2. Fairly important
3. Not very important
4. Not at all important
5. Don't know

ASK ALL (SP PER ROW)

F10b. On the whole, how interested are you...

COLUMNS:

1. Very interested
2. Fairly interested
3. Not very interested

4. Not at all interested
5. Don't know

ROWS – RANDOMISE ORDER:

1. when British films or film stars are successful or win awards?
2. when American films or film stars are successful or win awards?
3. when British TV programmes or TV stars are successful or win awards?
4. when British musicians are successful or win awards?
5. when British sports stars are successful or win awards?

ASK ALL (SP PER ROW)

F10c. In your opinion, are there too many, too few or about the right amount of BRITISH films?

COLUMNS:

1. Far too many
2. A little too many
3. About the right amount
4. A little too few
5. Far too few
6. Don't know

ROWS – RANDOMISE ORDER:

1. Set in London?
2. Set in Scotland?
3. Set in Wales?
4. Set in Ireland, including Northern Ireland?
5. Set in rural Britain outside of the big cities?
6. Set in the Midlands or north of England?
7. Set in the South/South West/East of England (outside of London / the home counties)?
8. Set in the part of the country where I live?
9. Which feature people from Black or Asian backgrounds in leading roles?
10. Telling stories about the past/history?
11. Which tell stories about rich and privileged people living in London and the home counties?
12. Telling stories about ordinary people?
13. Which tell stories featuring disabled people?
14. Which tell stories about homeless people or people in the margins of society?
15. Which feature a natural mix of people from all classes and ethnic groups?
16. Which tell stories about people just like me?

ASK ALL (OPEN) - ONE BOX MANDATORY

F11. Are there any particular British films you think have had a significant effect on society or attitudes in the UK? Please type in up to 3 films you think have had the most significant effect, using a separate box for each film?

TYPE IN – Box 1

TYPE IN – Box 2

TYPE IN – Box 3

Add pre-code: No particular film comes to mind **EXCLUSIVE**

Finally, a few questions about yourself to make sure we speak to a cross-section of different people.

ASK ALL (SP)

G1. Would you describe the place you live as...?

1. A city
2. A suburb of a city
3. A town
4. A village or rural area
5. Don't know

ASK ALL – EXCEPT THOSE AGED 15 YEARS AT A1 (SP)

G2. Which one of the following best describes you?

1. Married / Civil partnership
2. Living together
3. Single
4. Widowed
5. Divorced
6. Separated
7. Prefer not to say

ASK ALL (MP)

G3. Please indicate the age(s) of any children aged under 15 in your household?

1. Child/children aged 12-14 years
2. Child/children aged 10-11 years
3. Child/children aged 8-9 years
4. Child/children aged 6-7 years
5. Child/children aged 5 years or younger
6. No children in my household aged under 15
7. Prefer not to say

ASK ALL (SP)

G4a. Which of these applies to you? Please select one answer.

IF YOU ARE A FULL-TIME STUDENT OR STILL AT SCHOOL AND YOU WORK PLEASE SELECT 'FULL-TIME STUDENT/STILL AT SCHOOL'

1. Have paid job - Full time (30+ hours per week)
2. Have paid job - Part time (8-29 hours per week)
3. Have paid job - Part time (Under 8 hours per week)
4. Self-employed (full-time or part-time self-employed)
5. Not working – looking after the home/family or a carer
6. Full time student/still at school
7. Unemployed and seeking work
8. Retired
9. Not in paid work because of long term illness or disability
10. Not in paid work for other reason
11. Prefer not to say

ASK ALL (SP)

G4. Which of the following shows your total household income per year from all sources, before tax and other deductions?

1. Less than £11,500
2. £11,500 to £19,999
3. £20,000 to £29,999
4. £30,000 to £39,999
5. £40,000 to £59,999
6. £60,000 or more
7. Don't know
8. Prefer not to say

ASK ALL (SP)

G5. Which of these groups do you consider you belong to?

White **THIS IS A HEADER NOT A CODE**

1. British
2. Irish
3. Any other White background

Mixed **THIS IS A HEADER NOT A CODE**

4. White and Black Caribbean
5. White and Black African
6. White and Asian
7. Any other Mixed background

Asian or Asian British **THIS IS A HEADER NOT A CODE**

8. Indian
9. Pakistani
10. Bangladeshi
11. Any other Asian background

Black or Black British **THIS IS A HEADER NOT A CODE**

12. Caribbean
13. African
14. Any other Black background

LEAVE A ONE ROW SPACE HERE BEFORE LAST 3 CODES

15. Chinese
16. Other ethnic group
17. Prefer not to say

ASK ALL (SP)

R1. Would you be happy to be contacted by telephone with some additional questions following on from this survey? This contact would be from a company called Northern Alliance that we are working with and would be within the next few weeks. The phone call would last up to 30 minutes and you would receive **[INSERT: 1,000 points / N.IRELAND ONLY INSERT €20 INSTEAD]** as a thank you if you were one of the people to be contacted and complete this telephone survey. Please note that we will only be contacting a small number of people by telephone, so not all who agree will eventually be contacted.

1. Yes – I am happy to be contacted by telephone for follow-up questions

2. No – I would prefer not to be contacted by telephone for follow-up questions

ASK IF R1 CODE 1

R2. Please type in your name and the full telephone number that you can be contacted on, including the dialling code.

NAME: (OPEN)

TELEPHONE NUMBER: (INCLUDING DIALLING CODE): (OPEN)