Film and TV Usage National Survey 2015 (Jeffres & Neuendorf)

Questionnaire Key

**Media Exposure:**
- **Q2:** Single open-ended item asking leisure activities
- **Q3a-Q3o:** 15 closed-ended items asking about leisure activities
- **Q4a-Q4e:** 5 open-ended items asking preferred movie genres to see in theater
- **Q5a-Q5e:** 5 open-ended items asking preferred movie genres to see at home
- **Q6:** Single open-ended item asking movie watched most recently
- **Q7:** Single closed-ended item asking how most recent movie was watched
- **Q8:** Single open-ended items asking movie watched second most recently
- **Q9:** Single closed-ended item asking how second most recent movie was watched
- **Q10:** Single open-ended items asking movie watched third most recently
- **Q11:** Single closed-ended item asking how third most recent movie was watched
- **Q12a-Q12c:** Open-ended item asking 3 favorite movies of all time
- **Q13a-Q13j:** 10 closed-ended questions asking reasons to go see movie in theater

**Viewing Expectations (Genre Expectations):**
- **Q14a-Q14pp:** 42 open-ended items asking “things that you would expect” when watching various movie and TV genres
- **Q15:** Single open-ended item asking if there are any other important film genres
- **Q16:** Single open-ended item asking how respondent feels with genre expectations are not met
- **Q17:** Single open-ended item asking for example of Q16

**Viewing Patterns:**
- **Q18a-Q18pp:** 42 closed-ended items asking how often respondent watches various movie and TV genres (same list as Q14a-Q14pp)
- **Q20a-Q20ee:** 32 closed-ended items asking how respondent prefers to watch various movie genres (list similar to but not identical to Q14a-Q14pp and Q18a-Q18pp)
- **Q22a-Q22f:** 6 closed-ended items asking what influences the decision to watch a movie (genre, director, star(s), recency, country, language)

**Repeat Viewing (and Cult Viewing):**
- **Q23a-Q23l:** 12 closed-ended items asking preferences and habits regarding repeat viewing of movies and TV shows
- **Q24:** Cult viewing: Single closed-ended item asking if there are any films the respondent watched repeatedly with others
- **Q25a-Q25c:** Cult viewing: Open-ended item asking for 3 films watched repeatedly with others
Q26  Cult viewing: Single open-ended item asking why respondent watches films repeatedly with others

Viewing Technologies:
Q27  Single closed-ended item asking if respondent has laptop, tablet, or smart phone
Q28a-Q28f  6 closed-ended items asking about viewing videos using newer technologies (cell phone, YouTube, Facebook, Instagram, etc.)
Q29a-Q29m  13 closed-ended items asking about attitudes toward older (e.g., television, books) and newer communication technologies
Q29n-Q29t  Quality of Life, Cosmopoliteness, etc.: 7 closed-ended items asking about perceived quality of life, happiness, and one dimension of cosmopoliteness (i.e., seeing oneself as a citizen of the world)

Demographics:
Gender  Male/female
Age  Measured in years
Education  6 categories
Ethnic or racial background  9 categories
Other race/ethnicity  Open-ended response to “other” race/ethnicity
Income  Single item, 10 categories
Zip code  Open-ended

References

Paper using these data:

Jeffres, L. W., & Neuendorf, K. A.  (2015, November). In a mobile era, do visual media cultivate a singular view of the public sphere? Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.

Earlier movie genre paper:


Chapter about Quality of Life:

Articles about Cosmopoliteness:
