

Movie and TV Viewing Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Use these questions with a stated seven-day period or replace it with another period that suits the project. All fields are optional. Include a no-viewing option so respondents are not forced to invent details.

1. On how many days did you watch a movie or television program during the past seven days?

- ☐ None
- ☐ 1 day
- ☐ 2 days
- ☐ 3–4 days
- ☐ 5–6 days
- ☐ Every day
- ☐ Not sure

2. On a typical viewing day, about how long did you watch?

- ☐ Less than 30 minutes
- ☐ 30–59 minutes
- ☐ 1–2 hours
- ☐ More than 2 but no more than 3 hours
- ☐ More than 3 hours
- ☐ It varied greatly
- ☐ I did not watch

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3. Which viewing pattern best describes most of your viewing?

- ☐ Scheduled or live television
- ☐ One episode at a time
- ☐ Several episodes in one sitting
- ☐ A standalone movie
- ☐ A mix of these
- ☐ Another pattern
- ☐ I did not watch

4. Which devices or places did you use?

- ☐ Television
- ☐ Laptop or desktop computer
- ☐ Phone
- ☐ Tablet
- ☐ Cinema
- ☐ Another device or place
- ☐ I did not watch

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5. How did you most often choose what to watch?

- ☐ Continued a series I already followed
- ☐ Browsed a service or channel
- ☐ Recommendation from a service
- ☐ Recommendation from another person
- ☐ Social media
- ☐ Review or article
- ☐ Advertising
- ☐ Another way
- ☐ I did not watch

6. Who did you most often watch with?

- ☐ Mostly alone
- ☐ People in my household
- ☐ Friends or family in person
- ☐ Other people remotely
- ☐ It varied
- ☐ I did not watch

7. What one change would make it easier to find or enjoy what you want to watch?
