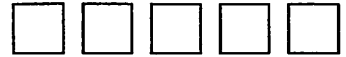


MAN ON A LEDGE



PLEASE ANSWER QUESTIONS 1A THROUGH 10 BEFORE THE FILM STARTS

1a. What types of advertisements have you seen/heard for the film before today that made you want to see it in a theater?

(MARK ALL THAT APPLY) (06-39)

- In-theater: Trailer/Preview, Posters/Displays, Slide Show, Newspaper: Reviews, Articles, Ads, Radio: Commercials, Reviews, Talk/Programming, Magazine: Reviews, Articles, Ads, TV: Commercials, Reviews, Talk shows/Entertainment Program, News, Sports, Other: My friends/family recommended it to me, At the theater box office, Billboards, Local Events & Promotions, Word-of-mouth, Advance screenings, Other, Online: Ads, Official movie website, Trailers & Videos, Reviews, Blogs/Forums, Social Networks, Search, Mobile phone, Articles, Tablet device.

1b. OF ALL THE ADVERTISEMENTS THAT YOU SELECTED ABOVE, WHICH ONE MADE YOU WANT TO SEE

MAN ON A LEDGE THE MOST? (40-41)

2. What was the PRIMARY reason that made you want to see the film today in a theater? (MARK ONE) (42-43)

- Sam Worthington, Anthony Mackie, The suspense/thrills, Elizabeth Banks, Genesis Rodriguez, The overall story, Jamie Bell, The overall cast, From the producers of Transformers and Red, Ed Harris, The title, Heard it was good, Kyra Sedgwick, I'm a fan of heist films, It looked fun, Ed Burns, The action, Just came with others.

3. When did you decide to see Man on a Ledge? (MARK ONE) (44)

- At the theater, Sometime earlier today, In the last couple of days, In the last week, Over a week ago.

4. How did you search for movie showtimes today? (MARK ONE) (45)

- Newspaper, Phone hotline, Online, Theater box office, Mobile App, Other.

5. What is your age? (MARK ONE) (46-47)

- Under 17, 25 to 29, 45 to 49, 17, 30 to 34, 50 to 54, 18 to 20, 35 to 39, 55 +, 21 to 24, 40 to 44.

6. Are you...? (MARK ONE) (48)

- Male, Female.

7. What is your ethnic background? (49)

- African American, Caucasian, Asian, Native American, Hispanic/Latino, Other.

8. Who came with you to the theater today to see Man on a Ledge? (MARK ALL THAT APPLY) (50-55)

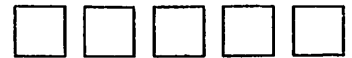
- Friends/s, Spouse/partner, Family, Boyfriend/Girlfriend, A date, Alone/by myself.

9. What is the last grade of school you have completed? (MARK ONE) (56)

- Some high school or less, Completed high school, Some college, Completed college+.

10. How many times have you been to the theater during the last month?

TIMES (57-58)



PLEASE ANSWER QUESTIONS 11 THROUGH 18B AFTER YOU HAVE SEEN THE FILM.

<p>11. What was your reaction to the movie overall? (MARK ONE) (59)</p> <p>Excellent ()1 Very good ()2 Good ()3 Fair..... ()4 Poor..... ()5</p>	<p>12. Would you recommend this movie to your friends? (MARK ONE) (60)</p> <p>Yes, Definitely..... ()1 Yes, Probably..... ()2 No, Probably not ()3 No, Definitely not..... ()4</p>	<p>13. Considering what you knew about the movie before you came tonight, how did it compare to your expectations? (MARK ONE) (61)</p> <p>Better than I expected..... ()1 About what I expected.... ()2 Not as good as I expected ()3</p>
<p>14. When would you tell your friends to see <i>Man on a Ledge</i>? (MARK ONE) (62)</p> <p>See it right now in a theater.....()1 Wait to see it on DVD/VOD/TV..()3 See it at some point in a theater....()2 Don't bother.....()4</p>		
<p>15. When <i>Man on a Ledge</i> is released on DVD/home entertainment, how you will you most likely view it? (MARK ALL THAT APPLY) (63-70)</p> <p>Buy it on DVD.....() Rent it on VOD through my cable/satellite service (i.e. Direct TV, Comcast, etc.).....() Buy it on Blu-ray.....() Rent it on VOD through a digital platform (i.e. iTunes, X-box, Amazon.com, etc.).....() Rent it on DVD.....() Buy it on a digital platform.....() Rent it on Blu-ray.....() I do not need to see the movie again at that time.....()</p>		
<p>16. Please select which of the following words or phrases best describe this movie? (MARK ALL THAT APPLY) (71-98)</p> <p>Entertaining.....() Weak storyline..... () Good/interesting characters () Original/ different from other movies..... () Suspenseful() Fun..... () Nothing new/been done before () Lacks character development () Boring/dull.....() Bad acting/dialogue () Good/interesting story..... () Held my interest from start to finish.....() Too predictable.....() Believable..... () Confusing/hard to follow at times. () Too unbelievable/contrived..... () Well acted () Unpredictable () Good twists and turns () Kept me on the edge of my seat () Dramatic () Intense () Not suspenseful enough..... () Didn't feel involved with the story () Too generic() Good ending () Needs a better ending () Clever/well-written.....()</p>		
<p>17a. Do you remember seeing a movie trailer for <i>Gone</i> today? (MARK ONE) (99)</p> <p>Yes()1 No()2</p>	<p>17b. If YES, based on the trailer, how interested are you in seeing <i>Gone</i> when it comes out in theaters? (MARK ONE) (100)</p> <p>Yes, Definitely..... ()1 Yes, Probably..... ()2 No, Probably not ()3 No, Definitely not ()4</p>	
<p>18a. Do you remember seeing a movie trailer for <i>The Cold Light of Day</i> today? (MARK ONE) (101)</p> <p>Yes()1 No()2</p>	<p>18b. If YES, based on the trailer, how interested are you in seeing <i>The Cold Light of Day</i> when it comes out in theaters? (MARK ONE) (102)</p> <p>Yes, Definitely..... ()1 Yes, Probably..... ()2 No, Probably not ()3 No, Definitely not ()4</p>	

THANK YOU. Please give the completed questionnaire to the people collecting them at the exits.