



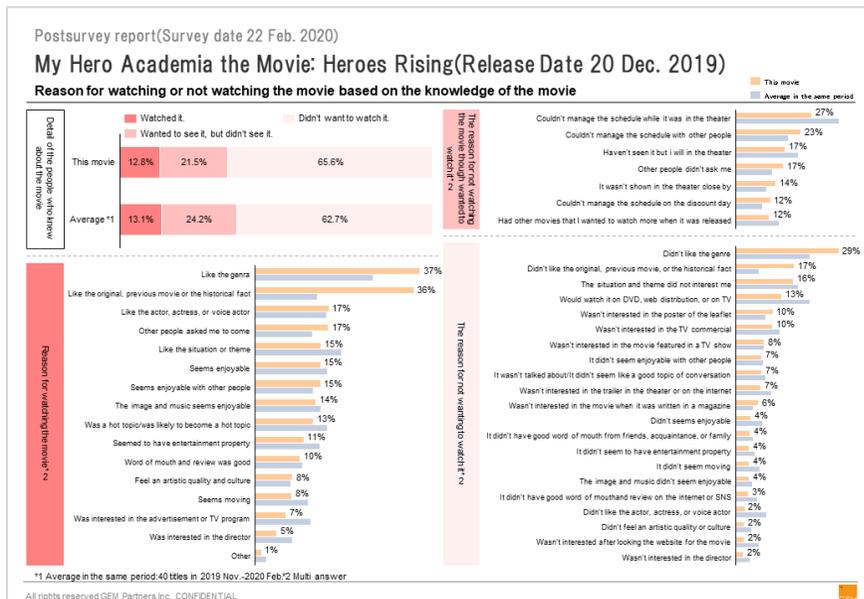
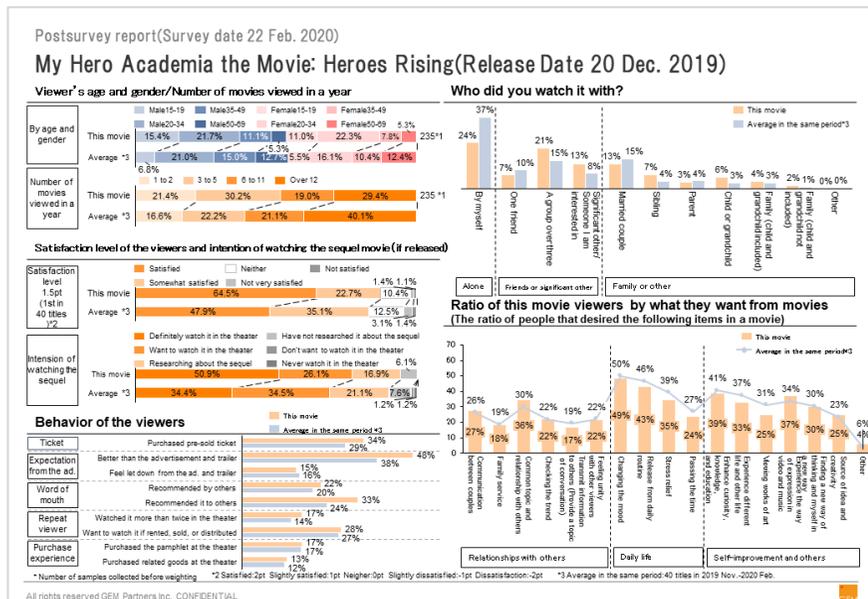
# Postsurvey report



This report includes viewer attributes, satisfaction levels, sequel intentions, viewing behaviors, and motivations, as well as the attributes of "those who are aware of the film but have not seen it" and their reasons. In addition to being used as a survey of viewers of released works, it is also effective as a tool for verifying past comparative works in the promotion planning of future works to be released in movie theater.

## Features of This report

- ◆ Over 1,500 titles surveyed!
- ◆ Surveys are conducted using a common format and items, allowing for clear comparisons between titles.
- ◆ Norm values of films released in the same period are used to highlight the position of the surveyed titles.



## Prices

- Japanese Ver.(PDF) or English Ver.(PDF) → Regular Price : ¥55,000/title Preferential Price\* : ¥22,000/title
- Japanese Ver.(PDF) + English Ver.(PDF) → Regular Price : ¥66,000/title Preferential Price\* : ¥33,000/title

\*For companies that subscribe to the CATS Market Overview Report on an annual basis \*\*All prices are tax-included.

# Survey Items (1/2)

## Viewer's age and gender/Number of movies viewed in a year

### By age and gender

(MT/M1/M2/M3/FT/F1/F2/F3)

### Number of movies viewed in a year

(1-2/3-5/6-11/over 12)

## Satisfaction level of the viewers and intention of watching the sequel movie (if released)

### Satisfaction level

(Satisfied/Somewhat satisfied/Neither/Not very satisfied/Not satisfied)

### Intension of watching the sequel

(Definitely watch it in the theater/Want to watch it in the theater/Researching about the sequel/Have not researched it about the sequel/Don't want to watch it in the theater/Never watch it in the theater)

## Behavior of the viewers

### Purchased pre-sold ticket

#### Expectation from the ad.

Better than the advertisement and trailer

Feel let down from the ad. and trailer

#### Word of mouth

Recommended by others

Recommended it to others

#### Repeat viewer

Watched it more than twice in the theater

Want to watch it if rented, sold, or distributed

#### Purchase experience

Purchased the pamphlet at the theater

Purchased related goods at the theater

## Who did you watch it with?

### Alone

By myself

### Friends or significant other

One friend

A group over three

Significant other/Someone I am interested in

### Family or other

Married couple

Sibling

Parent

Child or grandchild

Family (child and grandchild included)

Family (child and grandchild not included)

Other

## Ratio of this movie viewers by what they want from movies(The ratio of people that desired the following items in a movie)

### Relationships with others

Communication between couples

Family service

Common topic and relationship with others

Checking the trend

Transmit information to others (Provide a topic of conversation)

Feeling unity with other viewers

### Daily life

Changing the mood

Release from daily routine

Stress relief

Passing the time

### Self-improvement and others

Enhance curiosity, knowledge, and education

Experience different life and other life

Viewing works of art

Experience the way of expression in video and music

Finding a new way of thinking and myself in a new way

Source of idea and creativity

Other

[Continued on next page](#)

# Survey Items (2/2)

## Reason for watching or not watching the movie based on the knowledge of the movie

### Detail of the people who knew about the movie

Watched it./Wanted to see it but didn't see it./Didn't want to watch it.

### Reason for watching the movie

Like the genre

Like the original, previous movie or the historical fact

Like the actor, actress, or voice actor

Other people asked me to come

Like the situation or theme

Seems enjoyable

Seems enjoyable with other people

The image and music seems enjoyable

Was a hot topic/was likely to become a hot topic

Seemed to have entertainment property

Word of mouth and review was good

Feel an artistic quality and culture

Seems moving

Was interested in the advertisement or TV program

Was interested in the director

Other

### The reason for not watching the movie though wanted to watch it

Couldn't manage the schedule while it was in the theater

Couldn't manage the schedule with other people

Haven't seen it but i will in the theater

Other people didn't ask me

It wasn't shown in the theater close by

Couldn't manage the schedule on the discount day

Had other movies that I wanted to watch more when it was released

## Reason for watching or not watching the movie based on the knowledge of the movie

### The reason for not wanting to watch it\*2

Didn't like the genre

Didn't like the original, previous movie, or the historical fact

The situation and theme did not interest me

Would watch it on DVD, web distribution, or on TV

Wasn't interested in the poster of the leaflet

Wasn't interested in the TV commercial

Wasn't interested in the movie featured in a TV show

It didn't seem enjoyable with other people

It wasn't talked about/It didn't seem like a good topic of conversation

Wasn't interested in the trailer in the theater or on the internet

Wasn't interested in the movie when it was written in a magazine

Didn't seem enjoyable

It didn't have good word of mouth from friends, acquaintance, or family

It didn't seem to have entertainment property

It didn't seem moving

The image and music didn't seem enjoyable

It didn't have good word of mouth and review on the internet or SNS

Didn't like the actor, actress, or voice actor

Didn't feel an artistic quality or culture

Wasn't interested after looking the website for the movie

Wasn't interested in the director

## Survey overview

### Postsurvey report

<b>Survey method</b>	Internet survey
<b>Survey target</b>	Males and females aged 15-69 living in Japan who watch at least one movie a year
<b>sample size</b>	4,000-5,000 samples The number of viewing samples varies for each title (minimum 30~). Please contact us if necessary.
<b>Weighting of values</b>	Weighted by sex, age, and movie-going frequency, based on population statistics published by the Ministry of Internal Affairs and Communications.
<b>Frequency of Report Issuance</b>	Issued after conducting a survey once every two to three months
<b>Age Definitions in this Report</b>	MT: Male 15-19 yrs, M1: Male 20-34 yrs, M2: Male 35-49 yrs, M3: Male 50-69 yrs FT: Female 15-19 yrs, F1: Female 20-34 yrs, F2: Female 35-49 yrs, F3: Female 50-69 yrs
<b>Number of pages</b>	2 pages
<b>sales method</b>	Download
<b>file format</b>	PDF

# **GEM Standard**

Product and service overview

# Product and service

## Tracking Report

Providing industry indexes and demand forecasts.

For production companies, exhibitors, distributors and marketing companies in the movie theater industry.



Cinema Analytical Tracking Survey

For the home entertainment industry.



Blu-ray InteRnet DVD Survey

## Custom Marketing Research

Providing insights from quantitative and qualitative research to guide marketing strategy that maximizes the value of entertainment brands.

For all brand marketers in the entertainment industry.



Demand & Opportunity Generating Survey

## Digital Marketing

Planning, executing and analyzing digital marketing for entertainment brands based on proprietary data and insights.

For all brand marketers in the entertainment industry.



Programmatic advertising AND Analytics

## For inquiries, please contact

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