D.B. Fox Analysis
Christian Film Fan Survey
June 16th 2018

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Methodology

D.B. Fox is pleased to present our findings from a June survey conducted on Christian film fans. All respondents interviewed in this study were part of a sample of N=321 from Amazon Turk.

In order to determine the movie viewing experience of Christian fans we surveyed close to 350 individuals from the United States using [Amazon Turk](). Using an online survey the individuals were surveyed from June 20th through June 25th of 2018. Survey questions focused on what makes a Christian film appealing to fans and how they spend their money on a Christian movie experience. To best analyze the data our team filtered respondents based on key factors. We kept respondents based on these parameters:

- Complete survey answers
- Confirmed Christian film fans

Parameters: In order to better reflect the overall U.S. population the survey was weighted by:
- Gender:
    - Female:
        - Survey results: 61.7%
        - Weighted to: 55%
    - Male:
        - Survey results: 38.3%
        - Weighted to: 45%
    - This was based on census data from American FactFinder which showed the gender breakdown in the U.S. to be 50.8% female and 49.2% male. We chose to weight to 55% female based on the overwhelming number of female respondents. Overweighting the male respondents skewed the data.
- Age:
    - 18-34:
        - Survey results: 51.1%
        - Weighted to: 51%
    - 34-54:
        - Survey results: 39.6%
        - Weighted to: 39%

- ○ 55 and older:
  - ■ Survey results: 9.3%
  - ■ Weighted to: 15%
- ○ This was based on census data from American FactFinder. Due to the survey medium (online) we expected the younger age demographics to have a higher response rate and therefore left that data unaltered. We adjusted the 55 and older category to better represent the overall population of this group.

(Appendix I)

After filtering out responses which did not comply with the above restrictions, our team had 321 viable responses with which to run data. With our results we estimate there is a 5.47% margin of error (Appendix A).

Executive Summary

This report contains the results of D.B. Fox's 2018 survey of Christian film fans. The report outlines the ways in which a Christian film fan enjoys a movie. The survey report also outlines recommendations based on the data results to help _Faith_ in future movie marketing campaigns. We also will provide insight into the outlets with which the _Faith_ brand can connect with and build their relationship with their fans.

Purpose & Objectives

The objective of this survey process is to gather information to provide the _Faith_ branding team with a better understanding of the following:

- Christian Film Fan profile
- What types of aspects a fan is looking for in a Christian film
- Ways in which the _Faith_ brand can further connect with their fan base
- Process of a Christian film fan's movie experience

Background

Christian films have been on the rise in popular entertainment culture. In 2017 the top seven Christian films grossed over $132 million:

The Shack - $57,386,418
The Star - $38,641,925
The Case for Christ - $14,682,684
Let there Be Light - $7,203,808
Same Kind of Different as Me - $6,360,709
All Saints - $5,802,208
A Question of Faith - $2,587,072

(Law, 2017)

Christian Business Owners:

The Christian business owner is a potential partner for any Christian based film. Over half of the U.S. population (56%) has said that religion is important to them. Both these consumers and business owners have expectations for social concern and stewardship when it comes business practices. Their religious values are steeped into the ways in which they run their businesses and interact with their customers. Their Christian principles mean that they place people ahead of profit. In addition, Christian identified consumers who know that a business is Christian-oriented will have higher service expectations due to the fact that "a firm's identity becomes more attractive as consumers perceive greater similarity between the company's core values and their own salient values on which they are schematic" (Taylor & Halstead, 2014).

Millennial Consumers:

The Millennial consumer is one of the larger generations and they are about to enter their prime spending years. This group accounts for 29% of box office sales and is leading the charge in the use of streaming services. Movio CEO, William Palmer, stated that "millennials are in a transitional phase of their life...they don't exhibit consistent behavior as a group" (Doty, 2016). Therefore it is important to focus on gaining their loyalty through sincere relationship management. Older millennials (those over 30) are spending "17% more at the movies and 27% more on concessions," compared to millennials under 25 (Doty, 2016).

Based on a study conducted by Palmer's company millennials are spending more in the following areas:

INVEST IN MILLENNIALS TO CAPITALIZE ON THEIR LOYALTY

Millennials are going through a transitional period and will exhibit some different behavior depending on which stage they're in. Compared to those under 25, Millennials over 30:

+17%	+27%	+8%	27%	21%
Spend 17% more at the box office per visit	Spend 27% more on concessions per visit	Spend 8% more a month	Choose 3D over 2D 27% more often	Purchase tickets online 21% more often

Millennials are the only generation that has not needed to adapt to the digital era. The group uses internet, mobile technology and social media networks and form a lot of their social connections online. While many millennials form their communities online, practicing Christian millennials still go to church at least once a month and prioritize the bible as their moral compass. They may not be in physical church as much as their parents but they still interact with the Christian community using social media platforms.

Results in Brief

Overall Results of the 2018 Survey:

- The results of the survey show that the fan base leans more female; males (45%) and females (55%). Most of the fan base (48.6%) are between the ages of 18 and 34. The fan base is mainly White (77%) in ethnicity (Appendix B).

Faith Based Film Fan Base
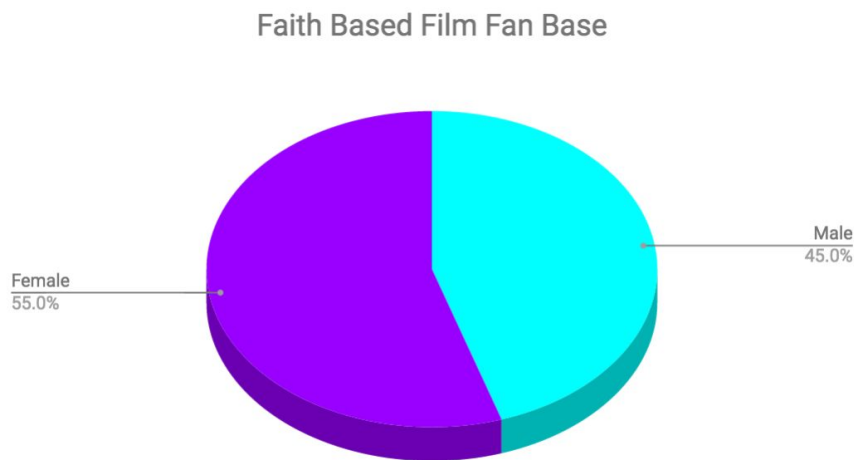
- As shown below, the two things fans look forward to most in a faith based film are good religious values and family.

What do you look forward to most in a faith based film?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Scripture	39	12.2	12.2	12.2
	Family	83	25.8	25.8	38.1
	Reenactment of bible stories	37	11.6	11.6	49.7
	Romance	8	2.3	2.3	52.0
	Action	15	4.6	4.6	56.6
	Important Religious Figures	9	2.9	2.9	59.5
	Good Religious Values	130	40.5	40.5	100.0
	Total	321	100.0	100.0	

- The fan's number one purchase at the snack bar is popcorn (Appendix C).

- The typical fan (18-34)
    - Looks forward to good religious values most
    - Very likely to watch a film in which characters struggle with their faith
    - Would like to see more films about the relationships between non believers and those who have faith
    - Are somewhat likely to recommend a film to a friend if it does not have an uplifting ending
    - Buy their tickets through the theater
    - Buy popcorn
    - Somewhat likely to watch a film in which issues regarding faith and belief are questioned
    - Most likely to interact with a faith based film on Facebook
    - Very likely to watch a faith based film on a streaming service such as Netflix or Amazon Prime
    - Identify as Christian

(Appendix D)

As shown below, it is important to note that faith based films are still finding favor with other age demographics. 37% of those who are fans of faith based films are between the age of 35-54. However the highest group (48.6%) were the 18-34 category.

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 – 34	156	48.6	48.6	48.6
	35 – 54	119	37.1	37.1	85.7
	55 and older	46	14.3	14.3	100.0
	Total	321	100.0	100.0	

Recommendations

The current fan base with which faith based films are finding favor are males and females between the ages of 18-34 . These fans are mainly white and look for good religious values and family aspects when choosing to view a faith based film. Most of these fans purchase their tickets at the theater (77%) and 10.9% purchase through Moviepass. Moviepass is a monthly subscription service which allows users to see a movie once a day for a monthly fee of $10. The 18-34 group is the most prominent user of this service and provides a growing sector of the entertainment industry.

Where do fans buy tickets?
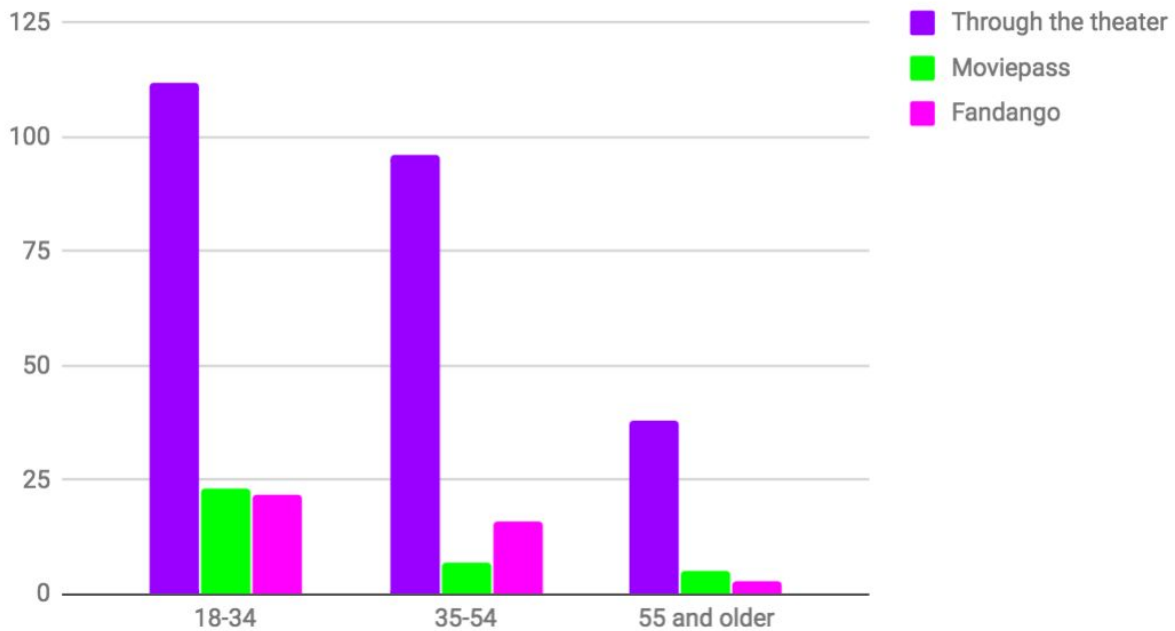
1. _Faith_ should focus their theater merchandising efforts to
   - In theater displays
   - In theater souvenirs (popcorn tubs, drink cups, etc)
   (Appendix E)

2. 89% of those who are likely to watch a film in which characters struggle with their faith are likely to recommend a film to a friend if it does not have an uplifting ending.

  ○ Even though the main character in *Faith* struggles with his belief and doesn't have a necessarily happy ending, viewers are still likely to recommend the film to friends (Appendix E).

3. A majority of the target audience would like to see more films about the relationships between non believers and those who have faith.

  ○ 18-34 year old males: 95%
  ○ 18-34 year old females: 92%
  ● For future film projects the exploration of this idea would prove successful. The popular program, *Grey's Anatomy*, has explored this idea in an ongoing storyline between April Kepner and Jackson Avery. April was a very devout Christian who left her religious fiance at the altar to be with Jackson. Jackson was not particularly religious and despite April's numerous attempts to bring God into his life, never converted to Christianity. Following their separation April went through a period in which she questioned her faith and trust in God. Her character was a major focal point of the show and her exit from the series has left many fans broken-hearted (Bundel, 2018).

  ○

jasmin parker
@JasminParkerr

Follow

April - a woman with character and strength. My role model since the first day I saw her in Grey's Anatomy. Thank you for making this character such a role model! I will miss you and April! Greetings from Germany #AskSarah @sarahdrew

5:16 PM - 17 May 2018

4. Sell to a streaming service after theatrical release:
- 92.5% of respondents were either very likely or somewhat likely to watch a faith based film on a streaming service.
- 94.8% of the 18-34 year old target market were very or somewhat likely to watch on a streaming service.
- 69.7% of 35-54 year olds were very likely to watch a religious film on streaming service

Viewers are very likely to watch your film on a streaming service. Partnering with these services has the opportunity to get your film more visibility than through dvd sales alone.

Social media is the new frontier for marketing films and merchandise. It is also an important place of contact where a faith based film can engage with their fans and build long lasting relationships. We asked fans which social media platform they would interact with a faith based film on. Here are our findings:

1. Facebook
    a. 58% of respondents said they would interact with a faith based film on Facebook.
    b. 58% of the 18-34 target audience would also use Facebook.
2. Instagram
    a. 10% of the respondents said they would interact with a faith based film on Instagram
    b. 14% of the 18-34 year old target audience would interact with a film on Instagram.
3. Twitter
    a. 7% of respondents said they would interact with a faith based film on Twitter.
    b. 8% of the 18-34 year old target audience would interact with a film on Twitter.
4. Snapchat
    a. 0.6% of respondents said they would interact with a faith based film on Snapchat.
    b. 0.6% of the 18-34 year old target audience would interact with a film on Snapchat.
5. Website
    a. 24% of respondents said they would interact with a faith based film on a website.
    b. 19% of the 18-34 year old target audience would interact with a film on a website.

(Appendix F).

Following these results we recommend that *Faith* focuses on interacting with their fan base on Facebook. According to the survey responses having a website will also be important, but there is more opportunity to interact with fans on social media platforms like Facebook. Based on what fans said they look forward to most in a faith based film, we recommend focusing the content on these sites to the following topics:

Post Topics

Scripture
15.5%

Good Religious Values
51.6%

Family
32.9%
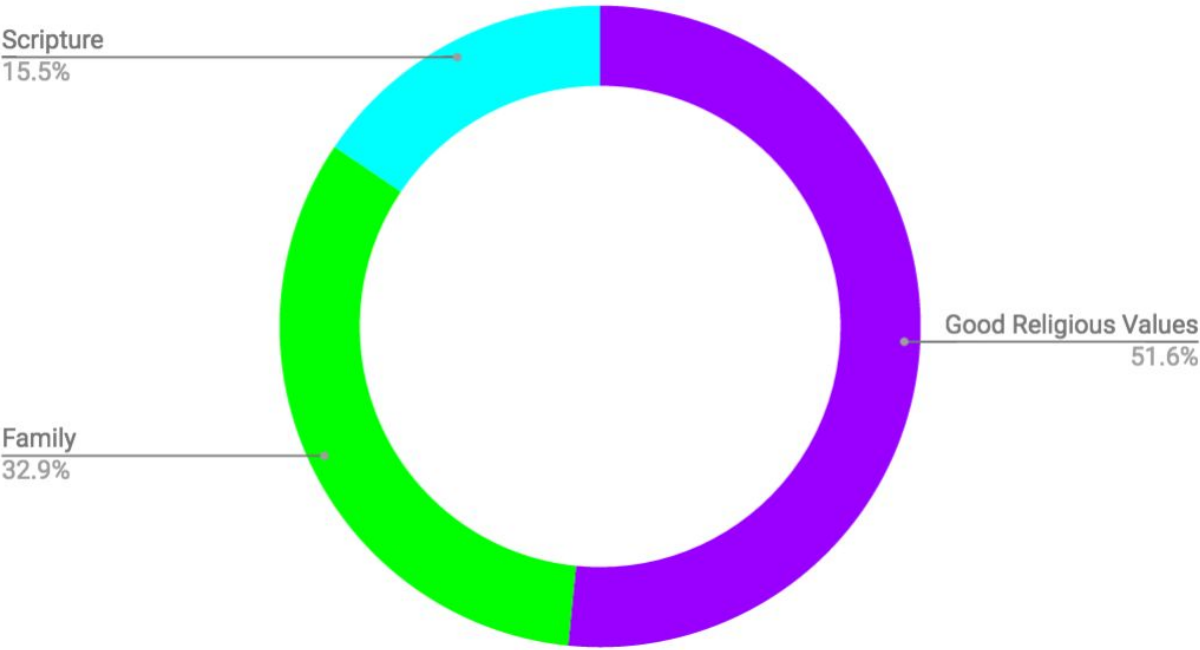
Male vs. Female Faith Based Film Fan

Female Fan:

- Looks Forward to: Good Religious Values
- Is very likely to watch a film in which characters struggle with faith
- Would like to see more films about relationships between non-believers and those who have faith
- Somewhat likely to recommend a film to a friend if it does not have an uplifting ending
- 79% purchase their tickets at the theater
- 67% purchase popcorn and 9% purchase pop at the snack bar
- A combined 88% are either very likely or somewhat likely to watch a film in which issues regarding faith and belief are questioned
- 92% are likely to watch a faith based film on a streaming service

Look Forward to Most
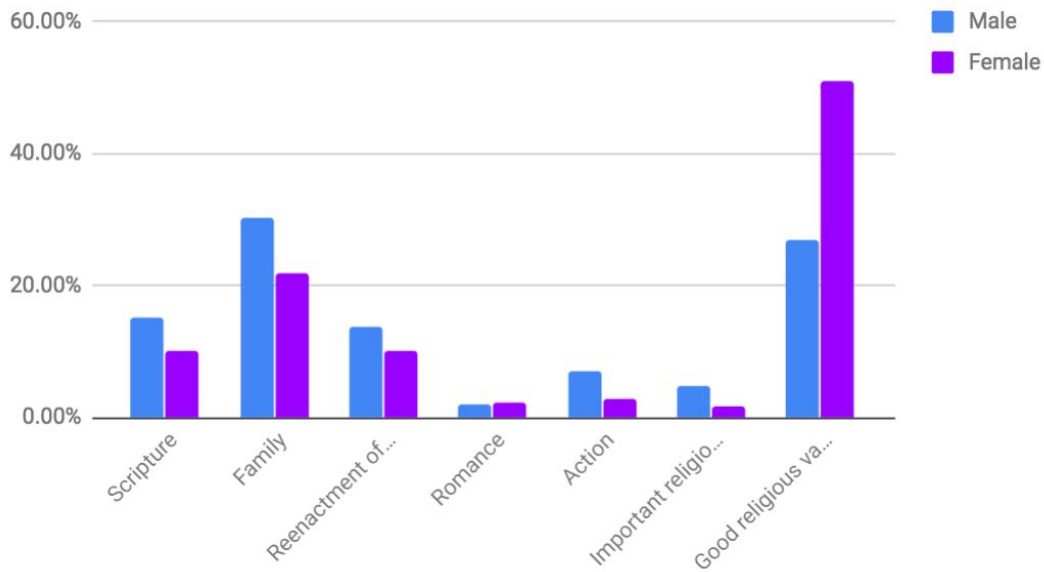
Male Fan:

- Looks Forward to: Family
- Is somewhat likely to watch a film in which characters struggle with faith
- Would like to see more films about relationships between non-believers and those who have faith
- Somewhat likely to recommend a film to a friend if it does not have an uplifting ending
- 73% purchase their tickets at the theater
- 65% purchase popcorn and 11% purchase candy at the snack bar
- A combined 90% are either very likely or somewhat likely to watch a film in which issues regarding faith and belief are questioned
- 92% are likely to watch a faith based film on a streaming service

Watch a character struggle with faith
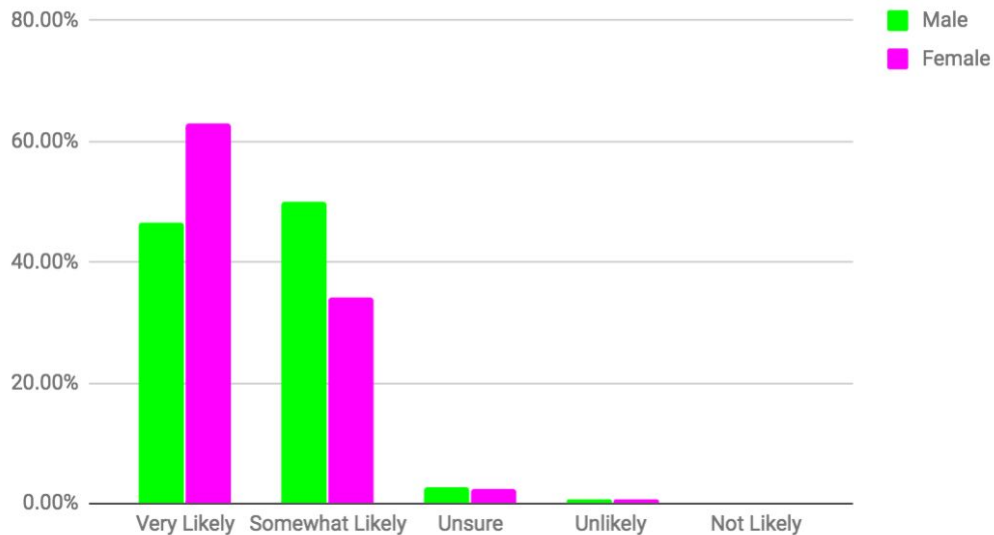
(Appendix G)

The "other" categories:

A few of the questions provided the respondents with an option to write in their own answer if their answer was not provided in the choices. Here are our findings:

Where else do fans buy tickets: Netflix/streaming services

What else are they buying at the snack bar: Truffle Fries, Bottled water

On what other social media platforms would they interact with a faith based film: Christian TV channels, Youtube, Netflix, Reddit, Blogs, IMDB.

Which religion do you identify with: Agnostic, Pagan, Pentecostal, Undecided, Russian Orthodox, Atheist

Future Research

The research conducted in this study is useful for drawing insights into the faith based film fan base. In future, other researchers can survey a larger sample group which would provide for more accurate information. A majority of the chi-square, or validity test, came back as not significant. This means the information can be speculated upon but not actually extrapolated back to the general population.

In future, conducting separate polls in each part of the country would provide insight into the cultural differences and traditional aspects of different types of fans. This would allow for the company to create marketing campaigns specific to each part of the country to better connect with their fan base. Conducting this survey with a larger number of respondents will increase the significance of the chi-square test.

It would be beneficial to conduct surveys comparing specific faith based films to see how the audience reacts to each one. For example, does the community prefer faith based films like *The Chronicles of Narnia* which has subtle faith references or do the prefer more traditional films such as *The Passion of the Christ*? Which films do better at the box office and which have more spiritual meaning for the community?

Citations

Bundel, A. (2018, May 18). 16 Tweets About April Leaving 'Grey's Anatomy' That Will Destroy You. Retrieved from https://www.elitedaily.com/p/16-tweets-about-april-leaving-greys-anatomy-that-will-destroy-you-9126826

Doty, M. (2016, June 22). Millennials Go to the Movies Way More Than You Think, Study Says. Retrieved from https://www.thewrap.com/millennials-box-office-study/

Law, J. (2017, December 30). Top 7 Box Office Christian Films of 2017. Retrieved from https://www.christianpost.com/news/top-7-box-office-christian-films-of-2017-211755/page6.html

Taylor, V., & Halstead, D. (2014). The Impact of Small Service Providers' Christian Identity on Consumer Perceptions. _Academy of Marketing Studies, 18_(2), arden.

Appendix A

Gender Results before weighing:

What gender do you identify with?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	123	38.3	38.3	38.3
	Female	198	61.7	61.7	100.0
	Total	321	100.0	100.0	

Age Results before weighing:

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 – 34	164	51.1	51.1	51.1
	35 – 54	127	39.6	39.6	90.7
	55 and older	30	9.3	9.3	100.0
	Total	321	100.0	100.0	

Margin of Error Calculation

$$\sqrt{\frac{50x50}{321}} \text{ x } 1.96 = 5.47\%$$

Appendix B

What gender do you identify with?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	144	45.0	45.0	45.0
	Female	177	55.0	55.0	100.0
	Total	321	100.0	100.0	

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 – 34	156	48.6	48.6	48.6
	35 – 54	119	37.1	37.1	85.7
	55 and older	46	14.3	14.3	100.0
	Total	321	100.0	100.0	

Please specify your ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	247	77.0	77.0	77.0
	Hispanic or Latino	11	3.5	3.5	80.5
	Black or African American	29	8.9	8.9	89.5
	American Indian	11	3.5	3.5	93.0
	Asian/ Pacific Islander	17	5.3	5.3	98.2
	Two or more races	6	1.8	1.8	100.0
	Total	321	100.0	100.0	

Appendix C

What is your number one purchase at the snack bar?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Popcorn	213	66.2	66.2	66.2
	Candy	31	9.6	9.6	75.9
	Pop	30	9.2	9.2	85.1
	Pretzel Bites	8	2.4	2.4	87.5
	Pizza	11	3.3	3.3	90.8
	Nachos	19	5.8	5.8	96.6
	Icee	11	3.4	3.4	100.0
	Total	321	100.0	100.0	

Appendix D

What is your age? * What do you look forward to most in a faith based film? Crosstabulation

			What do you look forward to most in a faith based film?							
			Scripture	Family	Reenactment of bible stories	Romance	Action	Important Religious Figures	Good Religious Values	Total
What is your age?	18 – 34	Count	26	45	14	5	7	4	55	156
		% within What is your age?	16.7%	28.8%	9.0%	3.2%	4.5%	2.6%	35.3%	100.0%
	35 – 54	Count	12	22	18	3	7	5	54	121
		% within What is your age?	9.9%	18.2%	14.9%	2.5%	5.8%	4.1%	44.6%	100.0%
	55 and older	Count	2	16	6	0	1	0	21	46
		% within What is your age?	4.3%	34.8%	13.0%	0.0%	2.2%	0.0%	45.7%	100.0%
Total		Count	40	83	38	8	15	9	130	323
		% within What is your age?	12.4%	25.7%	11.8%	2.5%	4.6%	2.8%	40.2%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2–sided)
Pearson Chi–Square	18.533[a]	12	.100
Likelihood Ratio	21.727	12	.041
Linear–by–Linear Association	3.163	1	.075
N of Valid Cases	323		

a. 7 cells (33.3%) have expected count less than 5. The minimum expected count is 1.14.

What is your age? * Would you like to see more films about relationships between non believers and those who have faith? Crosstabulation

			Would you like to see more films about relationships between non believers and those who have faith?		Total
			Yes	No	Total
What is your age?	18 – 34	Count	146	10	156
		% within What is your age?	93.6%	6.4%	100.0%
	35 – 54	Count	98	21	119
		% within What is your age?	82.4%	17.6%	100.0%
	55 and older	Count	43	3	46
		% within What is your age?	93.5%	6.5%	100.0%
Total		Count	287	34	321
		% within What is your age?	89.4%	10.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.940[a]	2	.007
Likelihood Ratio	9.552	2	.008
Linear-by-Linear Association	1.386	1	.239
N of Valid Cases	321		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.87.

What is your age? * How likely are you to watch a film in which characters struggle with their faith Crosstabulation

			How likely are you to watch a film in which characters struggle with their faith				Total
			Very Likely	Somewhat Likely	Unsure	Not Likely	Total
What is your age?	18 – 34	Count	81	70	4	1	156
		% within What is your age?	51.9%	44.9%	2.6%	0.6%	100.0%
	35 – 54	Count	69	45	5	1	120
		% within What is your age?	57.5%	37.5%	4.2%	0.8%	100.0%
	55 and older	Count	28	18	0	0	46
		% within What is your age?	60.9%	39.1%	0.0%	0.0%	100.0%
Total		Count	178	133	9	2	322
		% within What is your age?	55.3%	41.3%	2.8%	0.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.136[a]	6	.658
Likelihood Ratio	5.591	6	.471
Linear-by-Linear Association	1.551	1	.213
N of Valid Cases	322		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .29.

What is your age? * What is your number one purchase at the snack bar? Crosstabulation

			What is your number one purchase at the snack bar?							
			Popcorn	Candy	Pop	Pretzel Bites	Pizza	Nachos	Icee	Total
What is your age?	18 – 34	Count	106	18	7	4	10	5	7	157
		% within What is your age?	67.5%	11.5%	4.5%	2.5%	6.4%	3.2%	4.5%	100.0%
	35 – 54	Count	76	7	15	4	1	14	3	120
		% within What is your age?	63.3%	5.8%	12.5%	3.3%	0.8%	11.7%	2.5%	100.0%
	55 and older	Count	30	6	8	0	0	0	1	45
		% within What is your age?	66.7%	13.3%	17.8%	0.0%	0.0%	0.0%	2.2%	100.0%
Total		Count	212	31	30	8	11	19	11	322
		% within What is your age?	65.8%	9.6%	9.3%	2.5%	3.4%	5.9%	3.4%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	33.632[a]	12	.001
Likelihood Ratio	38.313	12	.000
Linear-by-Linear Association	.283	1	.595
N of Valid Cases	322		

a. 10 cells (47.6%) have expected count less than 5. The minimum expected count is 1.12.

What is your age? * How likely are you to recommend a film to a friend if it does not have an uplifting ending? Crosstabulation

			How likely are you to recommend a film to a friend if it does not have an uplifting ending?				
			Very Likely	Somehwat Likely	Unsure	Not Likely	Total
What is your age?	18 – 34	Count	38	73	29	15	155
		% within What is your age?	24.5%	47.1%	18.7%	9.7%	100.0%
	35 – 54	Count	16	46	41	16	119
		% within What is your age?	13.4%	38.7%	34.5%	13.4%	100.0%
	55 and older	Count	11	18	10	6	45
		% within What is your age?	24.4%	40.0%	22.2%	13.3%	100.0%
Total		Count	65	137	80	37	319
		% within What is your age?	20.4%	42.9%	25.1%	11.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.482[a]	6	.036
Likelihood Ratio	13.584	6	.035
Linear-by-Linear Association	3.132	1	.077
N of Valid Cases	319		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.22.

What is your age? * How likely are you to watch a film in which issues regarding faith and belief are questioned? Crosstabulation

			How likely are you to watch a film in which issues regarding faith and belief are questioned?				
			Very Likely	Somewhat Likely	Unsure	Not Likely	Total
What is your age?	18 – 34	Count	68	73	13	2	156
		% within What is your age?	43.6%	46.8%	8.3%	1.3%	100.0%
	35 – 54	Count	54	46	13	6	119
		% within What is your age?	45.4%	38.7%	10.9%	5.0%	100.0%
	55 and older	Count	17	24	3	2	46
		% within What is your age?	37.0%	52.2%	6.5%	4.3%	100.0%
Total		Count	139	143	29	10	321
		% within What is your age?	43.3%	44.5%	9.0%	3.1%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.456[a]	6	.374
Likelihood Ratio	6.728	6	.347
Linear-by-Linear Association	1.100	1	.294
N of Valid Cases	321		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.43.

What is your age? * Where do you typically buy your movie tickets? Crosstabulation

| | | | Where do you typically buy your movie tickets? | | | |
			Through the Theater	Moviepass	Fandango	Total
What is your age?	18 – 34	Count	112	23	22	157
		% within What is your age?	71.3%	14.6%	14.0%	100.0%
	35 – 54	Count	96	7	16	119
		% within What is your age?	80.7%	5.9%	13.4%	100.0%
	55 and older	Count	38	5	3	46
		% within What is your age?	82.6%	10.9%	6.5%	100.0%
Total		Count	246	35	41	322
		% within What is your age?	76.4%	10.9%	12.7%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.473[a]	4	.113
Likelihood Ratio	8.119	4	.087
Linear-by-Linear Association	3.057	1	.080
N of Valid Cases	322		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.00.

What is your age? * On which platform would you engage most with a faith based film? Crosstabulation

			On which platform would you engage most with a faith based film?					Total
			Facebook	Instagram	Twitter	Snapchat	Website	
What is your age?	18 – 34	Count	90	21	13	1	30	155
		% within What is your age?	58.1%	13.5%	8.4%	0.6%	19.4%	100.0%
	35 – 54	Count	70	8	5	1	36	120
		% within What is your age?	58.3%	6.7%	4.2%	0.8%	30.0%	100.0%
	55 and older	Count	26	3	5	0	12	46
		% within What is your age?	56.5%	6.5%	10.9%	0.0%	26.1%	100.0%
Total		Count	186	32	23	2	78	321
		% within What is your age?	57.9%	10.0%	7.2%	0.6%	24.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2–sided)
Pearson Chi-Square	10.180[a]	8	.253
Likelihood Ratio	10.643	8	.223
Linear-by-Linear Association	1.404	1	.236
N of Valid Cases	321		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .29.

What is your age? * How likely are you to watch a faith based film on a streaming service such as Amazon Prime or Netflix? Crosstabulation

			How likely are you to watch a faith based film on a streaming service such as Amazon Prime or Netflix?					Total
			Very Likely	Somewhat Likely	Unsure	Unlikely	Not Likely at all	
What is your age?	18 – 34	Count	100	48	3	2	3	156
		% within What is your age?	64.1%	30.8%	1.9%	1.3%	1.9%	100.0%
	35 – 54	Count	83	23	6	3	4	119
		% within What is your age?	69.7%	19.3%	5.0%	2.5%	3.4%	100.0%
	55 and older	Count	32	11	1	0	1	45
		% within What is your age?	71.1%	24.4%	2.2%	0.0%	2.2%	100.0%
Total		Count	215	82	10	5	8	320
		% within What is your age?	67.2%	25.6%	3.1%	1.6%	2.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2–sided)
Pearson Chi-Square	8.211[a]	8	.413
Likelihood Ratio	8.775	8	.362
Linear-by-Linear Association	.096	1	.757
N of Valid Cases	320		

What is your age? * What gender do you identify with? Crosstabulation

			What gender do you identify with?		Total
			Male	Female	
What is your age?	18 – 34	Count	85	71	156
		% within What is your age?	54.5%	45.5%	100.0%
	35 – 54	Count	38	81	119
		% within What is your age?	31.9%	68.1%	100.0%
	55 and older	Count	22	24	46
		% within What is your age?	47.8%	52.2%	100.0%
Total		Count	145	176	321
		% within What is your age?	45.2%	54.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.018[a]	2	.001
Likelihood Ratio	14.242	2	.001
Linear-by-Linear Association	4.341	1	.037
N of Valid Cases	321		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.78.

What is your age? * What is the highest level of education you have received? Crosstabulation

			What is the highest level of education you have received?					Total
			High-school or less	Some College	Bachelor's Degree	Postgraduate Degree	Technical/Vocational School	
What is your age?	18 – 34	Count	18	43	66	26	2	155
		% within What is your age?	11.6%	27.7%	42.6%	16.8%	1.3%	100.0%
	35 – 54	Count	12	35	43	24	6	120
		% within What is your age?	10.0%	29.2%	35.8%	20.0%	5.0%	100.0%
	55 and older	Count	4	15	22	4	0	45
		% within What is your age?	8.9%	33.3%	48.9%	8.9%	0.0%	100.0%
Total		Count	34	93	131	54	8	320
		% within What is your age?	10.6%	29.1%	40.9%	16.9%	2.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.679[a]	8	.288
Likelihood Ratio	10.623	8	.224
Linear-by-Linear Association	.011	1	.916
N of Valid Cases	320		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 1.13.

What is your age? * Which religion do you identify with? Crosstabulation

			Christian	Islam	Judaism	Hinduism	Buddhism	Taoism	Total
What is your age?	18 – 34	Count	136	7	2	8	3	0	156
		% within What is your age?	87.2%	4.5%	1.3%	5.1%	1.9%	0.0%	100.0%
	35 – 54	Count	108	1	4	1	5	1	120
		% within What is your age?	90.0%	0.8%	3.3%	0.8%	4.2%	0.8%	100.0%
	55 and older	Count	42	2	0	2	0	0	46
		% within What is your age?	91.3%	4.3%	0.0%	4.3%	0.0%	0.0%	100.0%
Total		Count	286	10	6	11	8	1	322
		% within What is your age?	88.8%	3.1%	1.9%	3.4%	2.5%	0.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.002[a]	10	.173
Likelihood Ratio	17.373	10	.067
Linear-by-Linear Association	.431	1	.512
N of Valid Cases	322		

a. 14 cells (77.8%) have expected count less than 5. The minimum expected count is .14.

What is your age? * Please specify your ethnicity Crosstabulation

			White	Hispanic or Latino	Black or African American	American Indian	Asian/ Pacific Islander	Two or more races	Total
What is your age?	18 – 34	Count	118	5	13	5	12	2	155
		% within What is your age?	76.1%	3.2%	8.4%	3.2%	7.7%	1.3%	100.0%
	35 – 54	Count	94	3	13	1	5	4	120
		% within What is your age?	78.3%	2.5%	10.8%	0.8%	4.2%	3.3%	100.0%
	55 and older	Count	35	3	3	5	0	0	46
		% within What is your age?	76.1%	6.5%	6.5%	10.9%	0.0%	0.0%	100.0%
Total		Count	247	11	29	11	17	6	321
		% within What is your age?	76.9%	3.4%	9.0%	3.4%	5.3%	1.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.276[a]	10	.037
Likelihood Ratio	20.218	10	.027
Linear-by-Linear Association	.545	1	.460
N of Valid Cases	321		

a. 9 cells (50.0%) have expected count less than 5. The minimum expected count is .86.

Appendix E

Where do you typically buy your movie tickets?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Through the Theater	246	76.7	76.7	76.7
	Moviepass	35	10.9	10.9	87.6
	Fandango	40	12.4	12.4	100.0
	Total	321	100.0	100.0	

What is your number one purchase at the snack bar?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Popcorn	213	66.2	66.2	66.2
	Candy	31	9.6	9.6	75.9
	Pop	30	9.2	9.2	85.1
	Pretzel Bites	8	2.4	2.4	87.5
	Pizza	11	3.3	3.3	90.8
	Nachos	19	5.8	5.8	96.6
	Icee	11	3.4	3.4	100.0
	Total	321	100.0	100.0	

The charts above show that most fans buy their tickets at the theater. Placing key marketing materials here will allow the film to get better visibility with their target audience leading up to a premiere. Cardboard displays, employee shirts and paper snack bar products all grab the attention of a movie goer. These individuals are purchasing popcorn and pop most often at the snack bar so having branding on these product containers would be most successful for the film.

D.B. Fox

What is your age? * What gender do you identify with? Crosstabulation

			What gender do you identify with?		
			Male	Female	Total
What is your age?	18 – 34	Count	85	71	156
		% within What is your age?	54.5%	45.5%	100.0%
	35 – 54	Count	38	81	119
		% within What is your age?	31.9%	68.1%	100.0%
	55 and older	Count	22	24	46
		% within What is your age?	47.8%	52.2%	100.0%
Total		Count	145	176	321
		% within What is your age?	45.2%	54.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2–sided)
Pearson Chi–Square	14.018[a]	2	.001
Likelihood Ratio	14.242	2	.001
Linear–by–Linear Association	4.341	1	.037
N of Valid Cases	321		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.78.

How likely are you to watch a film in which characters struggle with their faith * How likely are you to recommend a film to a friend if it does not have an uplifting ending? Crosstabulation

| | | | How likely are you to recommend a film to a friend if it does not have an uplifting ending? | | | | |
			Very Likely	Somehwat Likely	Unsure	Not Likely	Total
How likely are you to watch a film in which characters struggle with their faith	Very Likely	Count	51	65	42	19	177
		% within How likely are you to watch a film in which characters struggle with their faith	28.8%	36.7%	23.7%	10.7%	100.0%
	Somewhat Likely	Count	13	69	34	17	133
		% within How likely are you to watch a film in which characters struggle with their faith	9.8%	51.9%	25.6%	12.8%	100.0%
	Unsure	Count	1	3	4	1	9
		% within How likely are you to watch a film in which characters struggle with their faith	11.1%	33.3%	44.4%	11.1%	100.0%
	Not Likely	Count	0	1	1	0	2
		% within How likely are you to watch a film in which characters struggle with their faith	0.0%	50.0%	50.0%	0.0%	100.0%
Total		Count	65	138	81	37	321
		% within How likely are you to watch a film in which characters struggle with their faith	20.2%	43.0%	25.2%	11.5%	100.0%

What gender do you identify with? * Would you like to see more films about relationships between non believers and those who have faith? * What is your age? Crosstabulation

What is your age?				Would you like to see more films about relationships between non believers and those who have faith?		
				Yes	No	Total
18 – 34	What gender do you identify with?	Male	Count	81	4	85
			% within What gender do you identify with?	95.3%	4.7%	100.0%
		Female	Count	65	6	71
			% within What gender do you identify with?	91.5%	8.5%	100.0%
	Total		Count	146	10	156
			% within What gender do you identify with?	93.6%	6.4%	100.0%
35 – 54	What gender do you identify with?	Male	Count	31	7	38
			% within What gender do you identify with?	81.6%	18.4%	100.0%
		Female	Count	68	14	82
			% within What gender do you identify with?	82.9%	17.1%	100.0%
	Total		Count	99	21	120
			% within What gender do you identify with?	82.5%	17.5%	100.0%
55 and older	What gender do you identify with?	Male	Count	20	2	22
			% within What gender do you identify with?	90.9%	9.1%	100.0%
		Female	Count	23	1	24
			% within What gender do you identify with?	95.8%	4.2%	100.0%
Total	What gender do you identify with?	Male	Count	132	13	145
			% within What gender do you identify with?	91.0%	9.0%	100.0%
		Female	Count	156	21	177
			% within What gender do you identify with?	88.1%	11.9%	100.0%
	Total		Count	288	34	322
			% within What gender do you identify with?	89.4%	10.6%	100.0%

Appendix F

On which platform would you engage most with a faith based film?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	186	57.8	57.8	57.8
	Instagram	33	10.1	10.1	67.9
	Twitter	23	7.2	7.2	75.2
	Snapchat	2	.6	.6	75.8
	Website	78	24.2	24.2	100.0
	Total	321	100.0	100.0	

What is your age? * On which platform would you engage most with a faith based film? Crosstabulation

			On which platform would you engage most with a faith based film?					Total
			Facebook	Instagram	Twitter	Snapchat	Website	
What is your age?	18 – 34	Count	90	21	13	1	30	155
		% within What is your age?	58.1%	13.5%	8.4%	0.6%	19.4%	100.0%
	35 – 54	Count	70	8	5	1	36	120
		% within What is your age?	58.3%	6.7%	4.2%	0.8%	30.0%	100.0%
	55 and older	Count	26	3	5	0	12	46
		% within What is your age?	56.5%	6.5%	10.9%	0.0%	26.1%	100.0%
Total		Count	186	32	23	2	78	321
		% within What is your age?	57.9%	10.0%	7.2%	0.6%	24.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.180[a]	8	.253
Likelihood Ratio	10.643	8	.223
Linear-by-Linear Association	1.404	1	.236
N of Valid Cases	321		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .29.

How likely are you to watch a film in which characters struggle with their faith * How likely are you to recommend a film to a friend if it does not have an uplifting ending? Crosstabulation

			How likely are you to recommend a film to a friend if it does not have an uplifting ending?				
			Very Likely	Somehwat Likely	Unsure	Not Likely	Total
How likely are you to watch a film in which characters struggle with their faith	Very Likely	Count	51	65	42	19	177
		% within How likely are you to watch a film in which characters struggle with their faith	28.8%	36.7%	23.7%	10.7%	100.0%
	Somewhat Likely	Count	13	69	34	17	133
		% within How likely are you to watch a film in which characters struggle with their faith	9.8%	51.9%	25.6%	12.8%	100.0%
	Unsure	Count	1	3	4	1	9
		% within How likely are you to watch a film in which characters struggle with their faith	11.1%	33.3%	44.4%	11.1%	100.0%
	Not Likely	Count	0	1	1	0	2
		% within How likely are you to watch a film in which characters struggle with their faith	0.0%	50.0%	50.0%	0.0%	100.0%
Total		Count	65	138	81	37	321
		% within How likely are you to watch a film in which characters struggle with their faith	20.2%	43.0%	25.2%	11.5%	100.0%

Appendix G

What gender do you identify with? * What do you look forward to most in a faith based film? Crosstabulation

| | | | What do you look forward to most in a faith based film? | | | | | | | |
			Scripture	Family	Reenactment of bible stories	Romance	Action	Important Religious Figures	Good Religious Values	Total
What gender do you identify with?	Male	Count	22	44	20	3	10	7	39	145
		% within What gender do you identify with?	15.2%	30.3%	13.8%	2.1%	6.9%	4.8%	26.9%	100.0%
	Female	Count	18	39	18	4	5	3	91	178
		% within What gender do you identify with?	10.1%	21.9%	10.1%	2.2%	2.8%	1.7%	51.1%	100.0%
Total		Count	40	83	38	7	15	10	130	323
		% within What gender do you identify with?	12.4%	25.7%	11.8%	2.2%	4.6%	3.1%	40.2%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.873[a]	6	.001
Likelihood Ratio	22.312	6	.001
Linear-by-Linear Association	12.858	1	.000
N of Valid Cases	323		

a. 3 cells (21.4%) have expected count less than 5. The minimum expected count is 3.14.

What gender do you identify with? * How likely are you to watch a film in which characters struggle with their faith Crosstabulation

| | | | How likely are you to watch a film in which characters struggle with their faith | | | | |
			Very Likely	Somewhat Likely	Unsure	Not Likely	Total
What gender do you identify with?	Male	Count	67	72	4	1	144
		% within What gender do you identify with?	46.5%	50.0%	2.8%	0.7%	100.0%
	Female	Count	111	60	4	1	176
		% within What gender do you identify with?	63.1%	34.1%	2.3%	0.6%	100.0%
Total		Count	178	132	8	2	320
		% within What gender do you identify with?	55.6%	41.3%	2.5%	0.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.856[a]	3	.031
Likelihood Ratio	8.877	3	.031
Linear-by-Linear Association	7.007	1	.008
N of Valid Cases	320		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .90.

What gender do you identify with? * Would you like to see more films about relationships between non believers and those who have faith? Crosstabulation

| | | | Would you like to see more films about relationships between non believers and those who have faith? | | Total |
			Yes	No	
What gender do you identify with?	Male	Count	131	13	144
		% within What gender do you identify with?	91.0%	9.0%	100.0%
	Female	Count	156	21	177
		% within What gender do you identify with?	88.1%	11.9%	100.0%
Total		Count	287	34	321
		% within What gender do you identify with?	89.4%	10.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.675[a]	1	.411		
Continuity Correction[b]	.408	1	.523		
Likelihood Ratio	.682	1	.409		
Fisher's Exact Test				.469	.263
Linear-by-Linear Association	.673	1	.412		
N of Valid Cases	321				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.25.

b. Computed only for a 2x2 table

What gender do you identify with? * How likely are you to recommend a film to a friend if it does not have an uplifting ending? Crosstabulation

| | | | How likely are you to recommend a film to a friend if it does not have an uplifting ending? | | | | |
			Very Likely	Somehwat Likely	Unsure	Not Likely	Total
What gender do you identify with?	Male	Count	32	71	31	10	144
		% within What gender do you identify with?	22.2%	49.3%	21.5%	6.9%	100.0%
	Female	Count	33	67	49	28	177
		% within What gender do you identify with?	18.6%	37.9%	27.7%	15.8%	100.0%
Total		Count	65	138	80	38	321
		% within What gender do you identify with?	20.2%	43.0%	24.9%	11.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.415[a]	3	.024
Likelihood Ratio	9.695	3	.021
Linear-by-Linear Association	7.077	1	.008
N of Valid Cases	321		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 17.05.

What gender do you identify with? * Where do you typically buy your movie tickets? Crosstabulation

| | | | Where do you typically buy your movie tickets? | | | |
			Through the Theater	Moviepass	Fandango	Total
What gender do you identify with?	Male	Count	107	20	18	145
		% within What gender do you identify with?	73.8%	13.8%	12.4%	100.0%
	Female	Count	140	15	22	177
		% within What gender do you identify with?	79.1%	8.5%	12.4%	100.0%
Total		Count	247	35	40	322
		% within What gender do you identify with?	76.7%	10.9%	12.4%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.366[a]	2	.306
Likelihood Ratio	2.354	2	.308
Linear-by-Linear Association	.465	1	.495
N of Valid Cases	322		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.76.

What gender do you identify with? * What is your number one purchase at the snack bar? Crosstabulation

| | | | What is your number one purchase at the snack bar? | | | | | | | |
			Popcorn	Candy	Pop	Pretzel Bites	Pizza	Nachos	Icee	Total
What gender do you identify with?	Male	Count	94	16	13	3	7	7	4	144
		% within What gender do you identify with?	65.3%	11.1%	9.0%	2.1%	4.9%	4.9%	2.8%	100.0%
	Female	Count	118	15	16	4	4	12	6	175
		% within What gender do you identify with?	67.4%	8.6%	9.1%	2.3%	2.3%	6.9%	3.4%	100.0%
Total		Count	212	31	29	7	11	19	10	319
		% within What gender do you identify with?	66.5%	9.7%	9.1%	2.2%	3.4%	6.0%	3.1%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.750[a]	6	.840
Likelihood Ratio	2.755	6	.839
Linear-by-Linear Association	.010	1	.922
N of Valid Cases	319		

a. 4 cells (28.6%) have expected count less than 5. The minimum expected count is 3.16.

What gender do you identify with? * On which platform would you engage most with a faith based film? Crosstabulation

| | | | On which platform would you engage most with a faith based film? | | | | | |
			Facebook	Instagram	Twitter	Snapchat	Website	Total
What gender do you identify with?	Male	Count	76	16	14	1	38	145
		% within What gender do you identify with?	52.4%	11.0%	9.7%	0.7%	26.2%	100.0%
	Female	Count	110	17	10	1	40	178
		% within What gender do you identify with?	61.8%	9.6%	5.6%	0.6%	22.5%	100.0%
Total		Count	186	33	24	2	78	323
		% within What gender do you identify with?	57.6%	10.2%	7.4%	0.6%	24.1%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.630[a]	4	.458
Likelihood Ratio	3.624	4	.459
Linear-by-Linear Association	1.766	1	.184
N of Valid Cases	323		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .90.

D.B. Fox

What gender do you identify with? * How likely are you to watch a faith based film on a streaming service such a Amazon Prime or Netflix? Crosstabulation

			How likely are you to watch a faith based film on a streaming service such as Amazon Prime or Netflix?					Total
			Very Likely	Somewhat Likely	Unsure	Unlikely	Not Likely at all	
What gender do you identify with?	Male	Count	85	48	4	2	5	144
		% within What gender do you identify with?	59.0%	33.3%	2.8%	1.4%	3.5%	100.0%
	Female	Count	129	34	6	3	4	176
		% within What gender do you identify with?	73.3%	19.3%	3.4%	1.7%	2.3%	100.0%
Total		Count	214	82	10	5	9	320
		% within What gender do you identify with?	66.9%	25.6%	3.1%	1.6%	2.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.038[a]	4	.060
Likelihood Ratio	9.024	4	.061
Linear-by-Linear Association	2.928	1	.087
N of Valid Cases	320		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 2.25.

39

What gender do you identify with? * Which religion do you identify with? Crosstabulation

			Which religion do you identify with?						Total
			Christian	Islam	Judaism	Hinduism	Buddhism	Taoism	
What gender do you identify with?	Male	Count	128	5	2	6	3	0	144
		% within What gender do you identify with?	88.9%	3.5%	1.4%	4.2%	2.1%	0.0%	100.0%
	Female	Count	159	5	3	4	4	1	176
		% within What gender do you identify with?	90.3%	2.8%	1.7%	2.3%	2.3%	0.6%	100.0%
Total		Count	287	10	5	10	7	1	320
		% within What gender do you identify with?	89.7%	3.1%	1.6%	3.1%	2.2%	0.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.910[a]	5	.861
Likelihood Ratio	2.283	5	.809
Linear-by-Linear Association	.047	1	.829
N of Valid Cases	320		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .45.

What gender do you identify with? * What is your age? Crosstabulation

			What is your age?			Total
			18 – 34	35 – 54	55 and older	
What gender do you identify with?	Male	Count	85	38	22	145
		% within What gender do you identify with?	58.6%	26.2%	15.2%	100.0%
	Female	Count	71	81	24	176
		% within What gender do you identify with?	40.3%	46.0%	13.6%	100.0%
Total		Count	156	119	46	321
		% within What gender do you identify with?	48.6%	37.1%	14.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.018[a]	2	.001
Likelihood Ratio	14.242	2	.001
Linear-by-Linear Association	4.341	1	.037
N of Valid Cases	321		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.78.

What gender do you identify with? * What is the highest level of education you have received? Crosstabulation

			What is the highest level of education you have received?					Total
			High-school or less	Some College	Bachelor's Degree	Postgraduate Degree	Technical/Vocational School	
What gender do you identify with?	Male	Count	16	37	65	24	2	144
		% within What gender do you identify with?	11.1%	25.7%	45.1%	16.7%	1.4%	100.0%
	Female	Count	18	56	66	30	6	176
		% within What gender do you identify with?	10.2%	31.8%	37.5%	17.0%	3.4%	100.0%
Total		Count	34	93	131	54	8	320
		% within What gender do you identify with?	10.6%	29.1%	40.9%	16.9%	2.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.509[a]	4	.477
Likelihood Ratio	3.590	4	.464
Linear-by-Linear Association	.000	1	.995
N of Valid Cases	320		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.60.

What gender do you identify with? * How likely are you to watch a film in which issues regarding faith and belief are questioned? Crosstabulation

			How likely are you to watch a film in which issues regarding faith and belief are questioned?				
			Very Likely	Somewhat Likely	Unsure	Not Likely	Total
What gender do you identify with?	Male	Count	59	70	11	4	144
		% within What gender do you identify with?	41.0%	48.6%	7.6%	2.8%	100.0%
	Female	Count	81	73	18	5	177
		% within What gender do you identify with?	45.8%	41.2%	10.2%	2.8%	100.0%
Total		Count	140	143	29	9	321
		% within What gender do you identify with?	43.6%	44.5%	9.0%	2.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.949[a]	3	.583
Likelihood Ratio	1.954	3	.582
Linear-by-Linear Association	.067	1	.796
N of Valid Cases	321		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 4.04.

What gender do you identify with? * Please specify your ethnicity Crosstabulation

			Please specify your ethnicity						
			White	Hispanic or Latino	Black or African American	American Indian	Asian/ Pacific Islander	Two or more races	Total
What gender do you identify with?	Male	Count	115	4	10	6	8	2	145
		% within What gender do you identify with?	79.3%	2.8%	6.9%	4.1%	5.5%	1.4%	100.0%
	Female	Count	132	7	19	6	9	3	176
		% within What gender do you identify with?	75.0%	4.0%	10.8%	3.4%	5.1%	1.7%	100.0%
Total		Count	247	11	29	12	17	5	321
		% within What gender do you identify with?	76.9%	3.4%	9.0%	3.7%	5.3%	1.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.066[a]	5	.840
Likelihood Ratio	2.101	5	.835
Linear-by-Linear Association	.234	1	.629
N of Valid Cases	321		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 2.26.

Appendix H

Survey Instrument

Hello! Thank you for taking the time to answer the survey!

Question 1: Are you a fan of faith based film?
1. Yes
2. No

Question 2: What do you look forward to most in a faith based film?
1. Scripture
2. Family
3. Reenactment of bible stories
4. Romance
5. Action
6. Important religious figures
7. Good religious values

Question 3: How likely are you to watch a film in which characters struggle with their faith?
1. Very likely
2. Somewhat likely
3. Unsure
4. Not likely

Question 4: Would you like to see more films about relationships between non believers and those who have faith?
1. Yes
2. No

Question 5: How likely are you to recommend a film to a friend if it does not have an uplifting ending?
1. Very likely
2. Somewhat likely
3. Unsure
4. Not likely

Question 5: Where do you typically buy your movie tickets?
1. Through the theatre
2. Moviepass
3. Fandango

4. Other _____

Question 6: What is your number one purchase at the snack bar?
   1. Popcorn
   2. Candy
   3. Pop
   4. Pretzel bites
   5. Pizza
   6. Nachos
   7. Icee
   8. Other _____

Question 7: How likely are you to watch a film in which issues regarding faith and belief are questioned?
   1. Very likely
   2. Somewhat likely
   3. Unsure
   4. Not Likely

Question 8: On which platform would you engage most with a faith based film?
   1. Facebook
   2. Instagram
   3. Twitter
   4. Snapchat
   5. Website
   6. Other _____

Question 9: How likely are you to watch a faith based film on a streaming service such as Amazon Prime or Netflix?
   1. Very likely
   2. Somewhat likely
   3. Unsure
   4. Unlikely
   5. Not likely at all

Question 10: Which religion do you identify with?
   1. Christian
   2. Islam
   3. Judaism
   4. Hinduism
   5. Buddhism
   6. Taoism
   7. Sikhism

Other (please specify)

Question 11: What gender do you identify with?
1. Male
2. Female

Question 12: What is your age?
1. 18 - 34
2. 35 - 54
3. 55 and older

Question 13: What is the highest level of education you have received?
1. High-school or less
2. Some college
3. Bachelor's Degree
4. Postgraduate degree
5. Technical/Vocational school

Question 14: Please specify your ethnicity
1. White
2. Hispanic or Latino
3. Black or African American
4. American Indian
5. Asian/Pacific Islander
6. Two or more races

Appendix I

AMERICAN FactFinder

DP05 | ACS DEMOGRAPHIC AND HOUSING ESTIMATES

2012-2016 American Community Survey 5-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Tell us what you think. Provide feedback to help make American Community Survey data more useful for you.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

Subject	United States				New York	
	Estimate	Margin of Error	Percent	Percent Margin of Error	Estimate	Margin of Error
SEX AND AGE						
Total population	318,558,162	*****	318,558,162	(X)	19,697,457	*****
Male	156,765,322	+/-6,427	49.2%	+/-0.1	9,555,130	+/-945
Female	161,792,840	+/-6,432	50.8%	+/-0.1	10,142,327	+/-945
Under 5 years	19,866,960	+/-3,628	6.2%	+/-0.1	1,170,723	+/-557
5 to 9 years	20,508,363	+/-26,479	6.4%	+/-0.1	1,149,222	+/-4,728
10 to 14 years	20,664,537	+/-27,486	6.5%	+/-0.1	1,171,027	+/-4,827
15 to 19 years	21,256,545	+/-8,283	6.7%	+/-0.1	1,274,564	+/-1,515
20 to 24 years	22,612,610	+/-8,925	7.1%	+/-0.1	1,427,838	+/-1,632
25 to 34 years	43,397,907	+/-7,068	13.6%	+/-0.1	2,831,379	+/-1,109
35 to 44 years	40,548,400	+/-7,337	12.7%	+/-0.1	2,501,802	+/-1,066
45 to 54 years	43,460,466	+/-7,401	13.6%	+/-0.1	2,780,247	+/-866
55 to 59 years	21,291,513	+/-19,417	6.7%	+/-0.1	1,331,302	+/-5,106
60 to 64 years	18,770,229	+/-19,695	5.9%	+/-0.1	1,165,552	+/-5,257
65 to 74 years	26,355,308	+/-4,931	8.3%	+/-0.1	1,600,042	+/-583
75 to 84 years	13,768,433	+/-12,361	4.3%	+/-0.1	866,782	+/-3,128
85 years and over	6,056,891	+/-12,988	1.9%	+/-0.1	426,977	+/-3,142

Subject	United States				New York	
	Estimate	Margin of Error	Percent	Percent Margin of Error	Estimate	Margin of Error
Median age (years)	37.7	+/-0.1	(X)	(X)	38.2	+/-0.1
18 years and over	244,945,724	+/-7,600	76.9%	+/-0.1	15,471,048	+/-330
21 years and over	231,535,654	+/-27,411	72.7%	+/-0.1	14,635,971	+/-3,556
62 years and over	57,026,855	+/-16,772	17.9%	+/-0.1	3,563,958	+/-4,217
65 years and over	46,180,632	+/-5,171	14.5%	+/-0.1	2,893,801	+/-702
18 years and over	244,945,724	+/-7,600	244,945,724	(X)	15,471,048	+/-330
Male	119,155,429	+/-4,799	48.6%	+/-0.1	7,394,535	+/-688
Female	125,790,295	+/-4,712	51.4%	+/-0.1	8,076,513	+/-594
65 years and over	46,180,632	+/-5,171	46,180,632	(X)	2,893,801	+/-702
Male	20,304,128	+/-2,854	44.0%	+/-0.1	1,225,917	+/-393
Female	25,876,504	+/-3,277	56.0%	+/-0.1	1,667,884	+/-480
RACE						
Total population	318,558,162	*****	318,558,162	(X)	19,697,457	*****
One race	308,805,215	+/-81,852	96.9%	+/-0.1	19,121,017	+/-9,362
Two or more races	9,752,947	+/-81,797	3.1%	+/-0.1	576,440	+/-9,362
One race	308,805,215	+/-81,852	96.9%	+/-0.1	19,121,017	+/-9,362
White	233,657,078	+/-52,148	73.3%	+/-0.1	12,667,413	+/-15,437
Black or African American	40,241,818	+/-27,214	12.6%	+/-0.1	3,073,278	+/-7,500
American Indian and Alaska Native	2,597,817	+/-15,322	0.8%	+/-0.1	75,751	+/-2,606
Cherokee tribal grouping	282,096	+/-3,660	0.1%	+/-0.1	3,635	+/-519
Chippewa tribal grouping	115,320	+/-1,987	0.0%	+/-0.1	547	+/-210
Navajo tribal grouping	314,169	+/-4,178	0.1%	+/-0.1	329	+/-107
Sioux tribal grouping	124,980	+/-2,525	0.0%	+/-0.1	309	+/-144
Asian	16,614,625	+/-18,923	5.2%	+/-0.1	1,599,216	+/-4,458
Asian Indian	3,456,447	+/-19,392	1.1%	+/-0.1	358,647	+/-5,852
Chinese	3,959,081	+/-20,313	1.2%	+/-0.1	677,322	+/-7,092
Filipino	2,750,811	+/-16,777	0.9%	+/-0.1	113,583	+/-4,199
Japanese	781,977	+/-9,245	0.2%	+/-0.1	38,222	+/-1,932
Korean	1,447,180	+/-12,977	0.5%	+/-0.1	130,859	+/-4,359
Vietnamese	1,719,260	+/-20,312	0.5%	+/-0.1	29,899	+/-2,258
Other Asian	2,499,869	+/-23,007	0.8%	+/-0.1	250,684	+/-6,013
Native Hawaiian and Other Pacific Islander	560,021	+/-4,775	0.2%	+/-0.1	7,528	+/-653
Native Hawaiian	178,108	+/-4,145	0.1%	+/-0.1	2,165	+/-362
Guamanian or Chamorro	76,082	+/-3,164	0.0%	+/-0.1	987	+/-261
Samoan	110,270	+/-4,227	0.0%	+/-0.1	745	+/-184
Other Pacific Islander	195,561	+/-5,114	0.1%	+/-0.1	3,631	+/-505
Some other race	15,133,856	+/-85,503	4.8%	+/-0.1	1,697,831	+/-19,567
Two or more races	9,752,947	+/-81,797	3.1%	+/-0.1	576,440	+/-9,362

Subject	United States				New York	
	Estimate	Margin of Error	Percent	Percent Margin of Error	Estimate	Margin of Error
White and Black or African American	2,525,509	+/-26,327	0.8%	+/-0.1	158,859	+/-3,855
White and American Indian and Alaska Native	1,884,407	+/-9,821	0.6%	+/-0.1	57,867	+/-2,367
White and Asian	1,956,740	+/-24,027	0.6%	+/-0.1	105,028	+/-3,110
Black or African American and American Indian and Alaska Native	318,302	+/-6,998	0.1%	+/-0.1	21,958	+/-1,547
Race alone or in combination with one or more other races						
Total population	318,558,162	*****	318,558,162	(X)	19,697,457	*****
White	241,955,396	+/-99,672	76.0%	+/-0.1	13,108,709	+/-17,544
Black or African American	44,088,615	+/-24,513	13.8%	+/-0.1	3,356,579	+/-8,350
American Indian and Alaska Native	5,399,769	+/-20,831	1.7%	+/-0.1	200,677	+/-4,219
Asian	19,663,833	+/-20,195	6.2%	+/-0.1	1,770,270	+/-3,504
Native Hawaiian and Other Pacific Islander	1,294,147	+/-9,836	0.4%	+/-0.1	28,765	+/-1,366
Some other race	16,841,187	+/-66,609	5.3%	+/-0.1	1,864,170	+/-19,351
HISPANIC OR LATINO AND RACE						
Total population	318,558,162	*****	318,558,162	(X)	19,697,457	*****
Hispanic or Latino (of any race)	55,199,107	+/-1,240	17.3%	+/-0.1	3,661,929	*****
Mexican	35,110,480	+/-55,280	11.0%	+/-0.1	475,579	+/-9,348
Puerto Rican	5,275,008	+/-26,981	1.7%	+/-0.1	1,104,443	+/-10,758
Cuban	2,077,828	+/-14,753	0.7%	+/-0.1	74,770	+/-2,812
Other Hispanic or Latino	12,735,791	+/-45,837	4.0%	+/-0.1	2,007,137	+/-14,064
Not Hispanic or Latino	263,359,055	+/-1,247	82.7%	+/-0.1	16,035,528	*****
White alone	197,362,672	+/-9,264	62.0%	+/-0.1	11,111,314	+/-2,526
Black or African American alone	39,098,319	+/-31,527	12.3%	+/-0.1	2,829,883	+/-5,187
American Indian and Alaska Native alone	2,084,326	+/-6,921	0.7%	+/-0.1	45,532	+/-1,211
Asian alone	16,425,317	+/-20,829	5.2%	+/-0.1	1,586,428	+/-4,025
Native Hawaiian and Other Pacific Islander alone	508,924	+/-4,307	0.2%	+/-0.1	5,819	+/-510
Some other race alone	676,003	+/-10,701	0.2%	+/-0.1	105,557	+/-4,076
Two or more races	7,203,494	+/-49,256	2.3%	+/-0.1	350,995	+/-6,467
Two races including Some other race	292,190	+/-6,275	0.1%	+/-0.1	36,744	+/-2,078
Two races excluding Some other race, and Three or more races	6,911,304	+/-46,644	2.2%	+/-0.1	314,251	+/-6,176
Total housing units	134,054,899	+/-8,218	(X)	(X)	8,191,568	+/-900
CITIZEN, VOTING AGE POPULATION						
Citizen, 18 and over population	224,603,562	+/-116,741	224,603,562	(X)	13,605,854	+/-14,106
Male	108,743,554	+/-62,347	48.4%	+/-0.1	6,465,364	+/-7,667
Female	115,860,008	+/-57,442	51.6%	+/-0.1	7,140,490	+/-8,333

Subject	New York		Cheektowaga CDP, NY; Buffalo-Cheektowaga-Niagara Falls, NY Metro Area			
	Percent	Percent Margin of Error	Estimate	Margin of Error	Percent	Percent Margin of Error
SEX AND AGE						
Total population	19,697,457	(X)	74,673	+/-69	74,673	(X)
Male	48.5%	+/-0.1	35,460	+/-625	47.5%	+/-0.8
Female	51.5%	+/-0.1	39,213	+/-623	52.5%	+/-0.8
Under 5 years	5.9%	+/-0.1	3,619	+/-353	4.8%	+/-0.5
5 to 9 years	5.8%	+/-0.1	3,431	+/-316	4.6%	+/-0.4
10 to 14 years	5.9%	+/-0.1	3,795	+/-380	5.1%	+/-0.5
15 to 19 years	6.5%	+/-0.1	3,816	+/-366	5.1%	+/-0.5
20 to 24 years	7.2%	+/-0.1	5,359	+/-469	7.2%	+/-0.6
25 to 34 years	14.4%	+/-0.1	10,968	+/-774	14.7%	+/-1.0
35 to 44 years	12.7%	+/-0.1	8,193	+/-508	11.0%	+/-0.7
45 to 54 years	14.1%	+/-0.1	10,311	+/-547	13.8%	+/-0.7
55 to 59 years	6.8%	+/-0.1	6,082	+/-425	8.1%	+/-0.6
60 to 64 years	5.9%	+/-0.1	4,912	+/-434	6.6%	+/-0.6
65 to 74 years	8.1%	+/-0.1	7,092	+/-383	9.5%	+/-0.5
75 to 84 years	4.4%	+/-0.1	4,628	+/-368	6.2%	+/-0.5
85 years and over	2.2%	+/-0.1	2,467	+/-251	3.3%	+/-0.3
Median age (years)	(X)	(X)	43.1	+/-0.9	(X)	(X)
18 years and over	78.5%	+/-0.1	61,620	+/-609	82.5%	+/-0.8
21 years and over	74.3%	+/-0.1	58,933	+/-634	78.9%	+/-0.9
62 years and over	18.1%	+/-0.1	17,270	+/-530	23.1%	+/-0.7
65 years and over	14.7%	+/-0.1	14,187	+/-471	19.0%	+/-0.6
18 years and over	15,471,048	(X)	61,620	+/-609	61,620	(X)
Male	47.8%	+/-0.1	28,849	+/-661	46.8%	+/-0.9
Female	52.2%	+/-0.1	32,771	+/-574	53.2%	+/-0.9
65 years and over	2,893,801	(X)	14,187	+/-471	14,187	(X)
Male	42.4%	+/-0.1	5,784	+/-307	40.8%	+/-1.6
Female	57.6%	+/-0.1	8,403	+/-350	59.2%	+/-1.6
RACE						
Total population	19,697,457	(X)	74,673	+/-69	74,673	(X)
One race	97.1%	+/-0.1	73,304	+/-277	98.2%	+/-0.4
Two or more races	2.9%	+/-0.1	1,369	+/-280	1.8%	+/-0.4
One race	97.1%	+/-0.1	73,304	+/-277	98.2%	+/-0.4
White	64.3%	+/-0.1	61,996	+/-853	83.0%	+/-1.1
Black or African American	15.6%	+/-0.1	8,660	+/-823	11.6%	+/-1.1
American Indian and Alaska Native	0.4%	+/-0.1	135	+/-64	0.2%	+/-0.1

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Subject	New York		Cheektowaga CDP, NY; Buffalo-Cheektowaga-Niagara Falls, NY Metro Area			
	Percent	Percent Margin of Error	Estimate	Margin of Error	Percent	Percent Margin of Error
Cherokee tribal grouping	0.0%	+/-0.1	44	+/-46	0.1%	+/-0.1
Chippewa tribal grouping	0.0%	+/-0.1	0	+/-27	0.0%	+/-0.1
Navajo tribal grouping	0.0%	+/-0.1	0	+/-27	0.0%	+/-0.1
Sioux tribal grouping	0.0%	+/-0.1	0	+/-27	0.0%	+/-0.1
Asian	8.1%	+/-0.1	1,660	+/-400	2.2%	+/-0.5
Asian Indian	1.8%	+/-0.1	524	+/-242	0.7%	+/-0.3
Chinese	3.4%	+/-0.1	291	+/-209	0.4%	+/-0.3
Filipino	0.6%	+/-0.1	45	+/-52	0.1%	+/-0.1
Japanese	0.2%	+/-0.1	29	+/-29	0.0%	+/-0.1
Korean	0.7%	+/-0.1	163	+/-112	0.2%	+/-0.2
Vietnamese	0.2%	+/-0.1	199	+/-92	0.3%	+/-0.1
Other Asian	1.3%	+/-0.1	409	+/-268	0.5%	+/-0.4
Native Hawaiian and Other Pacific Islander	0.0%	+/-0.1	46	+/-53	0.1%	+/-0.1
Native Hawaiian	0.0%	+/-0.1	12	+/-14	0.0%	+/-0.1
Guamanian or Chamorro	0.0%	+/-0.1	18	+/-27	0.0%	+/-0.1
Samoan	0.0%	+/-0.1	16	+/-24	0.0%	+/-0.1
Other Pacific Islander	0.0%	+/-0.1	0	+/-27	0.0%	+/-0.1
Some other race	8.6%	+/-0.1	807	+/-292	1.1%	+/-0.4
Two or more races	2.9%	+/-0.1	1,369	+/-280	1.8%	+/-0.4
White and Black or African American	0.8%	+/-0.1	696	+/-212	0.9%	+/-0.3
White and American Indian and Alaska Native	0.3%	+/-0.1	273	+/-152	0.4%	+/-0.2
White and Asian	0.5%	+/-0.1	184	+/-90	0.2%	+/-0.1
Black or African American and American Indian and Alaska Native	0.1%	+/-0.1	62	+/-83	0.1%	+/-0.1
Race alone or in combination with one or more other races						
Total population	19,697,457	(X)	74,673	+/-69	74,673	(X)
White	66.6%	+/-0.1	63,206	+/-791	84.6%	+/-1.1
Black or African American	17.0%	+/-0.1	9,528	+/-866	12.8%	+/-1.2
American Indian and Alaska Native	1.0%	+/-0.1	496	+/-204	0.7%	+/-0.3
Asian	9.0%	+/-0.1	1,876	+/-428	2.5%	+/-0.6
Native Hawaiian and Other Pacific Islander	0.1%	+/-0.1	66	+/-58	0.1%	+/-0.1
Some other race	9.5%	+/-0.1	896	+/-307	1.2%	+/-0.4
HISPANIC OR LATINO AND RACE						
Total population	19,697,457	(X)	74,673	+/-69	74,673	(X)
Hispanic or Latino (of any race)	18.6%	*****	2,185	+/-381	2.9%	+/-0.5
Mexican	2.4%	+/-0.1	316	+/-122	0.4%	+/-0.2
Puerto Rican	5.6%	+/-0.1	1,224	+/-288	1.6%	+/-0.4
Cuban	0.4%	+/-0.1	46	+/-44	0.1%	+/-0.1
Other Hispanic or Latino	10.2%	+/-0.1	599	+/-247	0.8%	+/-0.3
Not Hispanic or Latino	81.4%	*****	72,488	+/-381	97.1%	+/-0.5
White alone	56.4%	+/-0.1	60,956	+/-826	81.6%	+/-1.1
Black or African American alone	14.4%	+/-0.1	8,492	+/-816	11.4%	+/-1.1

D.B. Fox

Subject	New York		Cheektowaga CDP, NY; Buffalo-Cheektowaga-Niagara Falls, NY Metro Area			
	Percent	Percent Margin of Error	Estimate	Margin of Error	Percent	Percent Margin of Error
American Indian and Alaska Native alone	0.2%	+/-0.1	115	+/-60	0.2%	+/-0.1
Asian alone	8.1%	+/-0.1	1,592	+/-389	2.1%	+/-0.5
Native Hawaiian and Other Pacific Islander alone	0.0%	+/-0.1	12	+/-14	0.0%	+/-0.1
Some other race alone	0.5%	+/-0.1	174	+/-145	0.2%	+/-0.2
Two or more races	1.8%	+/-0.1	1,147	+/-241	1.5%	+/-0.3
Two races including Some other race	0.2%	+/-0.1	14	+/-22	0.0%	+/-0.1
Two races excluding Some other race, and Three or more races	1.6%	+/-0.1	1,133	+/-240	1.5%	+/-0.3
Total housing units	(X)	(X)	35,797	+/-548	(X)	(X)
CITIZEN, VOTING AGE POPULATION						
Citizen, 18 and over population	13,605,854	(X)	60,193	+/-684	60,193	(X)
Male	47.5%	+/-0.1	28,165	+/-667	46.8%	+/-0.9
Female	52.5%	+/-0.1	32,028	+/-614	53.2%	+/-0.9

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.

For more information on understanding race and Hispanic origin data, please see the Census 2010 Brief entitled, Overview of Race and Hispanic Origin: 2010, issued March 2011. (pdf format)

While the 2012-2016 American Community Survey (ACS) data generally reflect the February 2013 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2010 data. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates

Explanation of Symbols:

1. An '*' entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.
2. An '-' entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.
3. An '-' following a median estimate means the median falls in the lowest interval of an open-ended distribution.
4. An '+' following a median estimate means the median falls in the upper interval of an open-ended distribution.
5. An '***' entry in the margin of error column indicates that the median falls in the lowest interval or upper interval of an open-ended distribution. A statistical test is not appropriate.
6. An '*****' entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.
7. An 'N' entry in the estimate and margin of error columns indicates that data for this geographic area cannot be displayed because the number of sample cases is too small.

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