

# QUESTIONNAIRE

1. What college/university campus do you attend?  
\_\_\_\_\_

2. Are you: male  female

3. Do you live: on campus  off campus

4. What faculty are you in?

Arts/Social Sciences

Sciences

Engineering

Architecture

Journalism

Post Graduate

Other (please specify) \_\_\_\_\_

5. What was the last movie you saw at the theatre?  
\_\_\_\_\_

6. How often do you go to the movie theatre?

Once a week or more

About once a month

Every 2 to 3 months

About 2 to 3 times a year

Never

7. If admission to the movie theatre was cheaper, would you go more often?

Yes  No

8. What sources most influence your decisions about which movies to see? Please feel free to check more than one.

Friends/word-of-mouth

Media reviews or advertisements

Newspaper

Television

Radio

Magazines

**Tribute's Campus Edition**

"Coming Attractions" previews in theatres prior to feature film

Other (please specify) \_\_\_\_\_

9. To which newspaper do you refer for theatre location and show times?  
\_\_\_\_\_

10. To which radio station do you listen regularly?  
\_\_\_\_\_

11. Do you read **Tribute's Campus Edition**?

Always

Sometimes

Rarely or Never

12. How thoroughly do you read **Tribute's Campus Edition**?

I skim the entire magazine

I read some sections, skim others

I read the entire magazine

13. Do you keep your copy of **Tribute's Campus Edition** after you have read it?

Yes  No

14. What other features would you like to see in **Tribute's Campus Edition**?

More articles

More interviews

More contests

Other (please specify) \_\_\_\_\_

## CONTEST RULES AND REGULATIONS

Contest is open to all residents of Canada except employees and their immediate families of Basstoy International Corporation, Tribute Publication Ltd., Sharp Electronics of Canada Ltd., Warner Bros. Distributing and Paramount Pictures (Canada) Inc. Contest is subject to all applicable federal, provincial and municipal laws. Entries must be postmarked no later than April 19, 1991. Closing date of contest is April 25, 1991. Draw date will be May 1, 1991, in Toronto, Ontario. The decision of the judges is final. Entries become the property of Tribute Publication Ltd. and will not be returned. Prizes must be accepted as awarded, and may not be exactly as shown. We reserve the right to substitute a prize of equal or equivalent value or to provide a cash settlement. Each entrant agrees to waive all rights with respect to printed and broadcast publicity. Chances of winning depend on the number of contest entrants. Movie passes will be awarded to the first 100 completed entries from each of the following campuses: Dalhousie Univ., Concordia Univ., McGill Univ., Carleton Univ., Scarborough College, Univ. of Toronto, Ryerson Polytechnical Inst., Univ. of Windsor, Univ. of Manitoba, Univ. of Sask., Univ. of Calgary, Simon Fraser Univ., Queen's Univ., Univ. of Alberta, McMaster Univ., Univ. of Western Ont., Erindale College, Humber College, York Univ., Univ. of British Columbia, Conestoga College.

## ENTRY FORM

Name \_\_\_\_\_ Age \_\_\_\_\_

Address\* \_\_\_\_\_ Apt. \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_

( )

Postal Code \_\_\_\_\_ Phone No. \_\_\_\_\_

I have read and agree to abide by the contest rules.

Signature of entrant \_\_\_\_\_

\*Use permanent address.

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