Q-Sample Statements and Scores by Viewpoints – Pre-viewing Survey

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|  | Statement  | Viewpoint |
| LotR Film Fans | Jackson Critics | Tolkien Aficionados | Celebrity Followers | Anxious Investors |
| 1 | I remember reading the book when I was younger. I hope the film reflects, in every way possible, the spirit of the book. | 0 | 0 | +4 | -1 | +1 |
| 2 | I don’t care that much about *The Hobbit*, but will probably watch it just to see what all the fuss is about. | -1 | +1 | -4 | 0 | +1 |
| 3 | I hope that the feel of the movie is fantastical and fun and mystical and like a children’s movie. Because that’s how the novel was. | 0 | 0 | +1 | 0 | +2 |
| 4 | Using 48 fps will destroy the film experience for me; it detracts from the warmth and artistry of film. | -1 | +1 | -1 | 0 | -1 |
| 5 | *The Hobbit* is one of my favourite books, so I really want this film to be perfect. | 0 | 0 | +4 | -4 | -1 |
| 6 | I have waited so many years for this movie and now am scared that it will only be a disappointment. | -1 | +1 | +2 | -1 | -3 |
| 7 | My disinterest grows with each passing bit of media and publicity released. I am underwhelmed by what I’ve seen and heard so far. | -3 | +3 | -2 | -4 | +1 |
| 8 | Peter Jackson has just used these films as a testing ground for his new technology and it sounds like it has backfired big time, because he has sacrificed the story and the look of the films. | -3 | +3 | -1 | -2 | -2 |
| 9 | I have complete trust in WETA workshops. This film will be groundbreaking in its use of digital effects. | +2 | -2 | 0 | +1 | +2 |
| 10 | Peter Jackson is a genius and I have complete faith that he knows what he’s doing. | +4 | -4 | -2 | 0 | +1 |
| 11 | I was very concerned to hear about Warner Bros’ exploitation of workers on *The Hobbit* set. | -1 | +1 | 0 | 0 | +3 |
| 12 | I’m looking forward to seeing the beautiful New Zealand landscape on the big screen again. | +1 | -1 | +2 | +3 | +2 |
| 13 | *The Hobbit* is definitely on my ‘must go see’ list for this year. It will be a major cinematic event. | +2 | -2 | +3 | +4 | -1 |
| 14 | The switch to 48 fps will greatly improve the viewing experience with no strobing or flickering, more depth of detail and smoother motion. | +1 | -1 | -1 | 0 | 0 |
| 15 | Based on the trailer, this film seems like some producer’s attempt to appeal to the lowest common denominator. | -2 | +2 | -1 | -3 | -1 |
| 16 | I really wish I could have been part of this film production, creating movie magic. | +2 | -2 | +1 | +1 | 0 |
| 17 | What a great cast! Perfect choices in most cases. | +1 | -1 | 0 | +3 | 0 |
| 18 | I worry that there will be a lot of cheap slapstick and family-friendly script gimmicks and cheesy one-liners in the film. | -1 | +1 | +1 | -2 | -2 |
| 19 | The more I hear about what they are doing with this movie, the more I don’t want to see it. | -2 | +2 | -3 | -3 | -2 |
| 20 | I am especially looking forward to going to see the film with my friends / family. | +1 | -1 | +3 | +2 | 0 |
| 21 | All the non-book additions and story and character changes are starting to concern me. Tolkien would turn in his grave if he saw how far Jackson has diverged from his original work. | -3 | +3 | 0 | -1 | 0 |
| 22 | I seriously doubt this film will do justice to J.R.R. Tolkien. It doesn’t feel like an adaptation of his work, more like an adventure-comedy. It has lost its epic scope. | -2 | +2 | -1 | 0 | 0 |
| 23 | I’m very happy that one of my favourite actors will appear in *The Hobbit.* | 0 | 0 | 0 | +4 | -1 |
| 24 | Making *The Hobbit* into a trilogy is just Jackson and the studio stretching out a short book to make more money at the box office. They’re milking it for all it’s worth. | -4 | +4 | +1 | +2 | +3 |
| 25 | I’ve heard negative comments about *The Hobbit,* but I will reserve judgement until I see the film for myself. | 0 | 0 | +1 | +1 | +4 |
| 26 | Peter Jackson is an immature, sloppy, artistically tone-deaf director with no ability to edit, and I enjoy few of his films. | -4 | +4 | -3 | -3 | -4 |
| 27 | No one but Peter Jackson could tell this story and do it justice. | +4 | -4 | -2 | -2 | -2 |
| 28 | I refuse to pay full price to see the films and give Warner Bros any more of my hard earned money. | -1 | +1 | -3 | -1 | -1 |
| 29 | This film seems to have only one significant female role and it doesn’t have as many ‘heart-throbs’ as *LotR.* It will be interesting to see how many women will go to watch the movie. | 0 | 0 | -2 | -2 | +1 |
| 30 | What I’ve seen so far looks breathtaking and the colours are fantastically vivid; I feel like I’m really there! | +1 | -1 | 0 | +2 | 0 |
| 31 | I don’t like the *LotR* films or fantasy films in general, and probably won’t watch *The Hobbit.* | -2 | +2 | -4 | -1 | -3 |
| 32 | I really hope that the fantastic once-in-a-lifetime movie experience that was *LotR* can happen again. | +2 | -2 | +2 | +1 | +1 |
| 33 | Middle-earth is a massive world with a rich history and Jackson is doing the best he can to bring as much of that history into these movies as possible. | +3 | -3 | 0 | +2 | +2 |
| 34 | I am enjoying discussing, speculating and debating about *The Hobbit* before seeing it. | +1 | -1 | +2 | +1 | -3 |
| 35 | This film can’t get here soon enough. I’ve been waiting for this my whole life, and I can’t wait to see this adventure up on the big screen. | +3 | -3 | +1 | -1 | -4 |
| 36 | I feel excited and proud when I think about my country’s contribution to this major international film production. | 0 | 0 | -1 | +1 | +3 |
| 37 | This film will really help to spur tourism in New Zealand, which is great for the economy. I understand why the government would provide some public support. | 0 | 0 | 0 | +3 | +4 |
| 38 | I am really looking forward to returning to the wonderful world of Middle-earth. | +3 | -3 | +3 | 0 | 0 |