Objective: To determine overall audience impressions of *Rescue* in Tampa Bay, Florida and St. Louis, Missouri.

Methodology: We utilized an intercept system with two interviewers to conduct the survey. Respondents were intercepted before entering the movie and asked to participate by filling out a self-administered survey after watching the movie. Each was given an incentive for completing the survey and returning it after the movie.

Adults 18+: Rescue (N=188)

Overall Evaluation

Audience	10	9	8	7	6	5/4/3
Total (n=188)	42%	22%	20%	11%	3%	2%
Mean Score 8.8						
Total excellent (8,9,10) 84%						
Male (n=89)	37	24	25	9	2	3
Female(n=99)	47	20	16	12	4	1
18-24 (n=17)	18	29	29	12	12	0
25-34 (n=39)	31	31	23	10	5	0
35-54 (n=73)	44	19	15	14	3	5
55+ (n=59)	54	17	22	7	0	0
Actively Volunteer						
Yes (n=79)	53	22	18	5	2	0

Q1) On a scale of 1 -10, with 10 being best (I really enjoyed the film), and 1 being worst (I didn't like the film at all), please give your overall impression of *Rescue*? (**CIRCLE ONE**)

Evaluation Compared to Other IMAX Films

Audience	Better	Above Avg.	About Avg.	Below Avg.
Total (n=174)	29%	47%	23%	1%
Total above average 76%				
Male (n=84)	30	53	15	2
Female (n=90)	29	41	30	0

Q2) Compared to other Imax documentary films you have seen in the recent past, how would you rate *Rescue*? (**CIRCLE ONE**)

Likelihood to Recommend

Audience	Very Likely	Likely	Somewhat Likely	Not Likely
Total (n=187)	53%	33%	12%	2%
Likely to recommend 86%				
Male (n=88)	55	33	9	3
Female (n=99)	52	33	14	1

Q3) How likely would you be to recommend this film to a friend? (**CIRCLE ONE**)

Reasons For Choosing To See *Rescue*

Reasons	Total
	N=186
The Title/Topic	33%
Convenient time	32
Net Top two answers	<u>65</u>
Lobby poster/other promotion	15
Saw on web site	12
Saw Trailer	9
Friend's recommendation	9
Theater Staff	9
Saw TV, Billboard or Newspaper Advertising	9

Q4)   Why did you choose to see *Rescue*? **(CIRCLE ALL THAT APPLY)**

Which describe the film *Rescue*

Reasons	Total
	N=187
Uplifting/inspirational	60%
Impactful	55
Relevant/Timely	52
Important	47

Q5)   After seeing the film, do any of the following describe how you felt about it? **(CIRCLE ALL THAT APPLY)**

Overall Impressions of *Rescue*

Impressions	Total
	N=188
Excellent/Wonderful/Awesome	32%
Inspirational	20
Very Informative/Interesting	19
Impactful	3
Okay	3
Relevant/Important	2
Heartwarming/Personal story	2
Other	5
No Answer	15

Q6)   What was your overall impression of the film? **PLEASE BE SPECIFIC AS POSSIBLE**

Who chose to see the film *Rescue*

Reasons	Total
	N=186
Myself	41%
My Spouse/companion	34
My children	14
Some one else	11

Q7)   Who primarily made the choice to see *Rescue* today? (**CIRCLE ONE**)

Age Appropriate to see *Rescue*

Age	No Kids N=101	5 & Under. N=18	6-11 N=60	12-17 N=33
6-11	69%	100%	89%	97%
12-15	19	0	8	0
15+	8	0	0	0
Not sure	4	0	3	3

Q8)   What would you consider the appropriate age for children to see *Rescue*? _____

Proximity to Theater

Proximity	Total
	N=187
Within 25 miles	45%
Over 25 miles	55

Q9)   Do you live within 25 miles of the theater? (**CIRCLE ONE**)

Number of IMAX Films Seen Last Five Years

Audience	1	2	3	4	5+
Total (n=186)	34%	19%	14%	8%	25%
Miles From Theater					
Under 25 (n=84)	24	23	13	11	29
Over 25 (n=102)	41	17	15	5	22

Q10)   Including today's movie, in the last 5 years how many IMAX movies have you seen at this theater?

Age

Number	Total
	N=188
18-24	9%
25-34	21
35-54	39
55+	31

Q11)   Your age (**CIRCLE ONE**)

Age of Kids

Number	Total
	N=188
None	54%
5 or Less	10
6-11	32
12-17	18

Q12) What ages are your children under 18? **(CIRCLE ALL THAT APPLY)**

Gender

Number	Total
	N=188
Female	53%
Male	47

Q13) Please note your gender (**CIRCLE ONE**)

Occupation

Number	Total
	N=181
Retired	17%
Engineer/Technical/Professional	14
Nurse/Doctors/Healthcare	13
Blue Collar/No Collar	11
Teacher/Professor	10
White Collar	8
Manager	7
Sales	7
Self-employed	5
Student	5
Homemaker	4
Military	2

Q14) What is your occupation?

Charity

Charity	Total
	N=188
Donate Time	42%
None	58

Specific charities	N=79
Church (non specific)	25%
Red Cross	9
Habit for Humanity	9
Boy Scouts	5
VA	4
Animal Shelter/SPCA	4
Food partners	4
Hospices	4
Catholic Relief	3
Sunshine House	3
MS	3
Salvation Army	3
Seniors Work	3
Children Charity	3
American Cancer	2
Other	19

Q15)   Lastly, for which humanitarian causes or charities do you actively volunteer?