

ATP DEMO TABLE

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Q.1 Into which of these age categories do you fall?

	DEMO TABLE								
	SEX		AGE			# OF CHILDREN			
	MALE	FE-MALE	13-19	20-29	30+	1	2-3	More than 3	
Base: Total Respondents	100	42	58	33	30	36	10	35	55
13 - 15	17 17%	8 19%	9 16%	17 52%	-	-	1 10%	6 17%	10 18%
16 - 19	16 16%	6 14%	10 17%	16 48%	-	-	-	7 20%	9 16%
20 - 24	16 16%	8 19%	8 14%	-	16 53%	-	1 10%	4 11%	11 20%
25 - 29	14 14%	2 5%	12 21%	-	14 47%	-	3 30%	5 14%	6 11%
30 - 39	18 18%	8 19%	10 17%	-	-	18 50%	2 20%	7 20%	9 16%
40 or over	18 18%	9 21%	9 16%	-	-	18 50%	3 30%	6 17%	9 16%
Refused	1 1%	1 2%	-	-	-	-	-	-	1 2%
Mean	27.0	27.4	26.7	15.7	24.3	39.5	32.0	26.8	26.2
Std. Dev.	10.71	11.50	10.20	1.78	2.54	5.07	10.44	10.81	10.64
Std. Err.	1.08	1.80	1.34	0.31	0.46	0.85	3.30	1.83	1.45

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Q.5 I'd like your opinion of some different aspects of this theatre.

SUMMARY OF MEANS

	DAY				CONCESSION PATRON			THIS VISIT BOUGHT FROM		CONCESSION \$'S			EATING HABITS		
	FRI-DAY	SATUR-DAY	SUN-DAY	TUES-DAY	MOST OF THE TIME	QUITE OFTEN	OCCASIONALLY/ NEVER	MAIN	RBO	LESS THAN \$7.00	\$7.00-\$12.00	OVER \$12.00	EAT AT HOME	REST-AURANT	MOVIE
Base: Total Respondents	31	45	24	69	67	15	18	87	81	19	29	16	47	23	30
The parking facilities	3.8	3.1	3.6	3.3	3.4	3.8	3.3	3.4	3.4	3.1	3.8	3.5	3.6	2.8	3.6
The auditorium	4.1	4.2	4.3	4.3	4.1	4.5	4.2	4.2	4.2	4.2	4.3	4.3	4.2	4.2	4.2
The line-ups to buy tickets	3.3	3.0	3.8	3.3	3.3	3.4	3.2	3.2	3.2	2.6	3.6	3.3	3.3	3.1	3.3
The food selection at the main concession	3.8	3.6	4.0	3.8	3.8	3.9	3.6	3.8	3.8	3.8	4.1	3.9	3.8	3.6	3.8
The food selection at restaurants other than the main concession	3.7	3.8	3.8	3.8	3.7	3.9	3.7	3.7	3.7	3.8	3.7	3.8	3.7	3.7	3.8
Speed of service at the main concession	3.6	3.6	3.8	3.7	3.6	4.0	3.4	3.6	3.7	3.3	3.9	3.6	3.6	3.7	3.8
Speed of service at restaurants	3.6	3.6	3.6	3.6	3.6	3.7	3.3	3.6	3.6	3.4	3.8	3.6	3.6	3.7	3.6

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Q.1 Into which of these age categories do you fall?

	DEMO TABLE								
	SEX		AGE			# OF CHILDREN			
	MALE (a)	FE- MALE (b)	13-19 (c)	20-29 (d)	30+ (e)	1 (f)	2-3 (g)	More than 3 (h)	
Base: Total Respondents	100	42*	58*	33*	30*	36*	10**	35*	55*
13 - 15	17 17%	8 19%	9 16%	17 52% de	- -	- -	1 10%	6 17%	10 18%
16 - 19	16 16%	6 14%	10 17%	16 48% de	- -	- -	- -	7 20%	9 16%
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Mean	27.0	27.4	26.7	15.7	24.3 c	39.5 cd	32.0	26.8	26.2
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Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h
 * small base; ** very small base (under 30) ineligible for sig testing