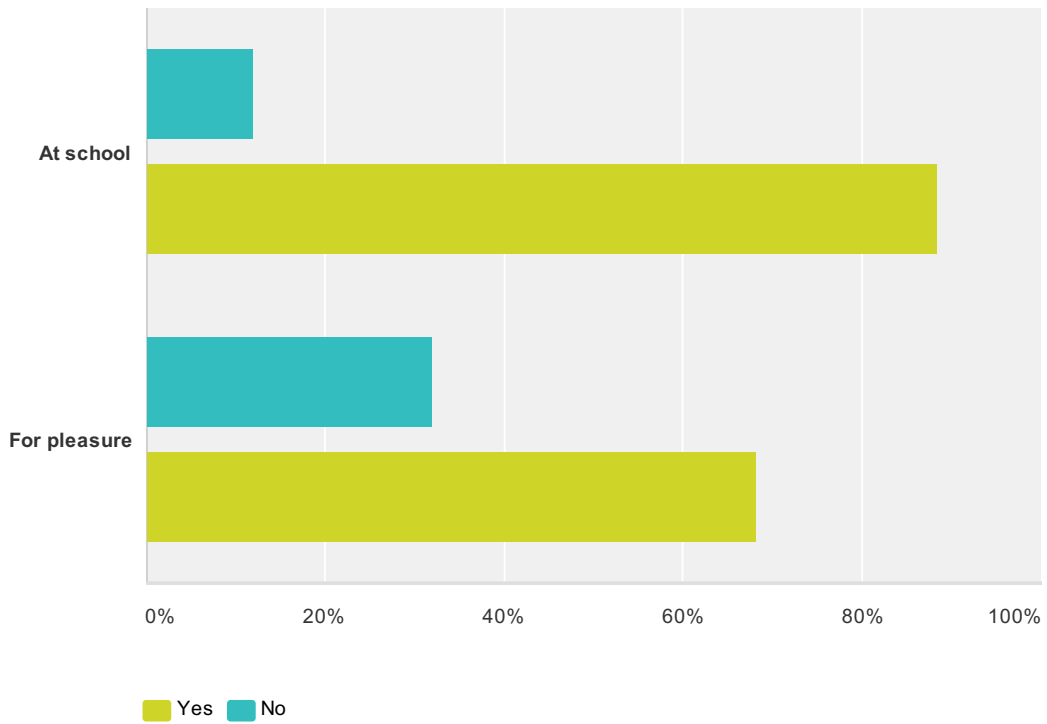


Q1 Have you read or studied any of William Shakespeare's plays?

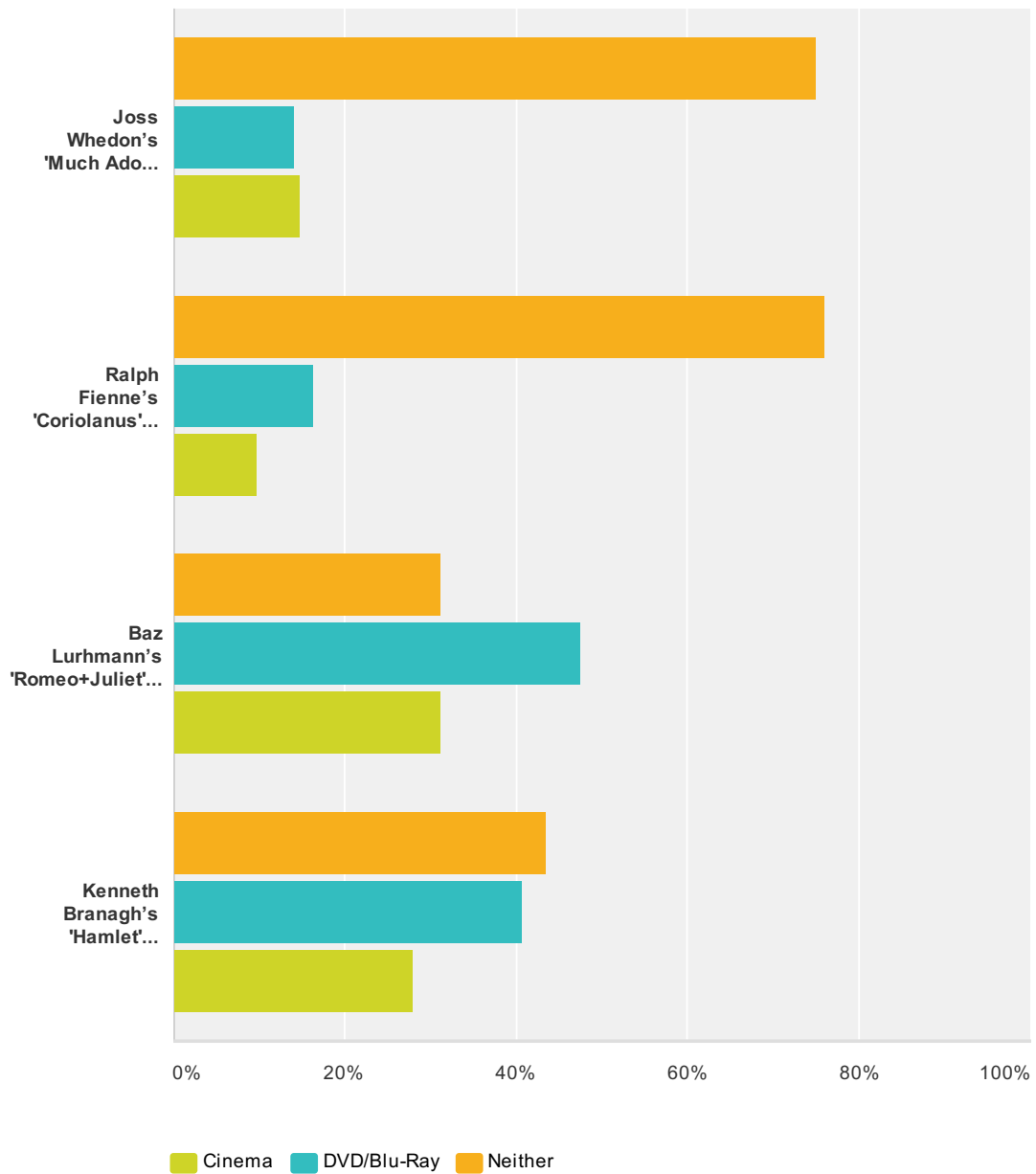
Answered: 191 Skipped: 1



	Yes	No	Total
At school	88.17% 164	11.83% 22	186
For pleasure	67.97% 104	32.03% 49	153

Q2 Have you seen any of the following Shakespearean film adaptations at the cinema, or do you own them on DVD/Blu-Ray?

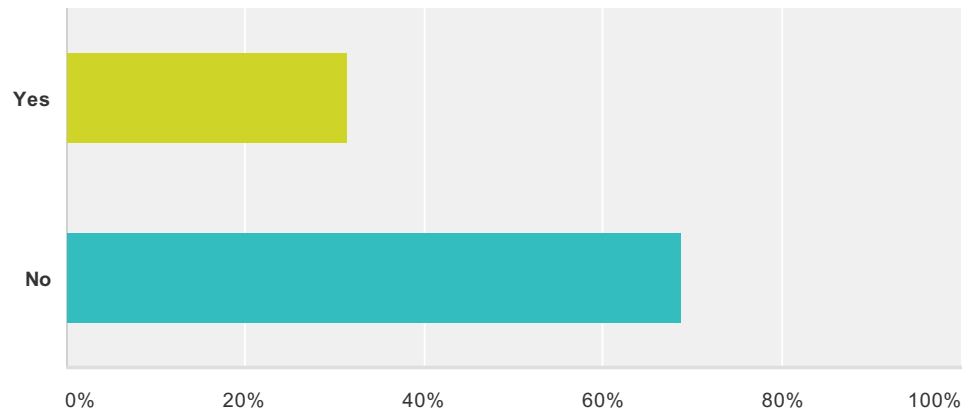
Answered: 190 Skipped: 2



	Cinema	DVD/Blu-Ray	Neither	Total Respondents
Joss Whedon's 'Much Ado About Nothing' (2012)	14.62% 25	14.04% 24	74.85% 128	171
Ralph Fienne's 'Coriolanus' (2011)	9.70% 16	16.36% 27	75.76% 125	165
Baz Lurhmann's 'Romeo+Juliet' (1996)	31.18% 58	47.31% 88	31.18% 58	186
Kenneth Branagh's 'Hamlet' (1994)	28.00% 49	40.57% 71	43.43% 76	175

Q3 Have you read or seen a performance of Measure for Measure?

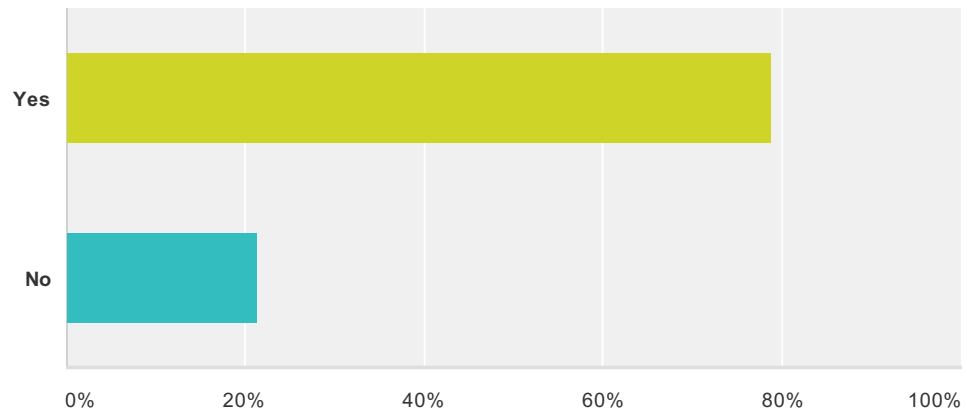
Answered: 191 Skipped: 1



Answer Choices	Responses	
Yes	31.41%	60
No	68.59%	131
Total		191

Q4 Does the idea of Shakespeare done in a futuristic, Sci-Fi style interest you?

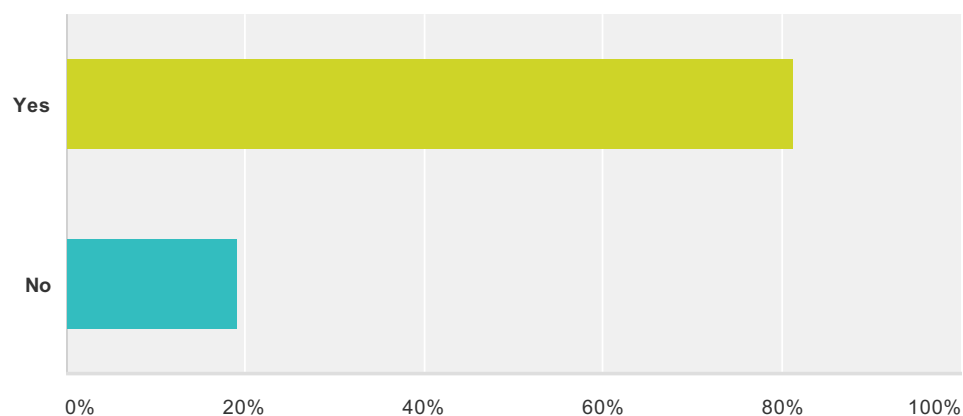
Answered: 187 Skipped: 5



Answer Choices	Responses	
Yes	78.61%	147
No	21.39%	40
Total		187

Q5 Here is a brief synopsis for our version of Measure for Measure: * Life in the Martian city of Vienna is harsh. The citizens are trapped under a bio-dome, with limited supplies and space. Their beloved leader, Duke Vicentio, has ruled them benevolently, but, because of his lenient attitude, vice and licentiousness have taken a grip on the city. To stem the tide, the Duke hands the reins of power to Lord Angelo and takes his leave of the city. Lord Angelo – part human, part robot – rules over the city with an iron rod and a cold, calculating mind, invoking long since forgotten laws to destroy the brothels and curb the debauchery. One victim of these reinstated laws is Claudio, whose life is forfeit after he gets his girlfriend pregnant. Claudio's only hope is his sister, the novice Isabella, who pleads to Lord Angelo on Claudio's behalf. Angelo refuses to hear Isabella's cries for mercy, but one glimmer of hope remains as he struggles with hitherto unknown emotions. Angelo falls in love with the beautiful and virtuous Isabella, and offers to save Claudio's life if Isabella will sleep with him. So ensues a tale of betrayal, lies, lust and love, as Isabella fights to save her brother and her chastity. *** Does the synopsis interest you?**

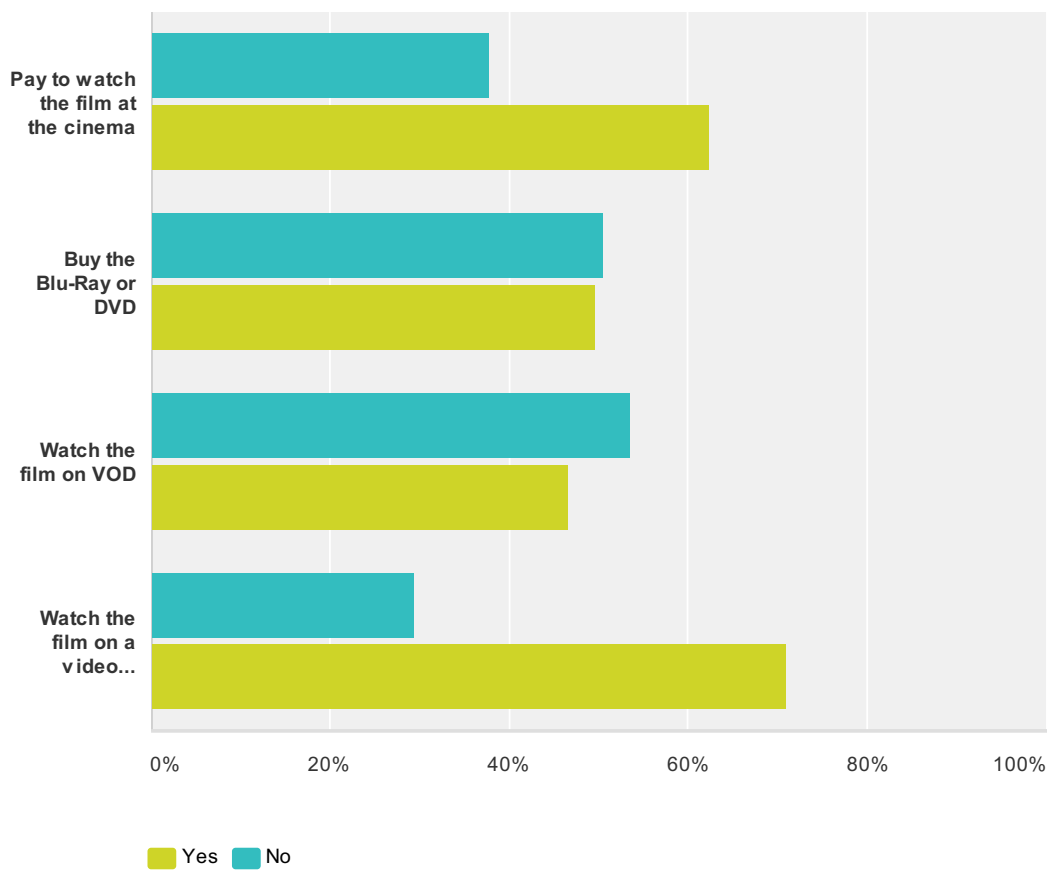
Answered: 189 Skipped: 3



Answer Choices	Responses	
Yes	80.95%	153
No	19.05%	36
Total		189

Q6 If our adaptation of Measure for Measure were to be made, would you:

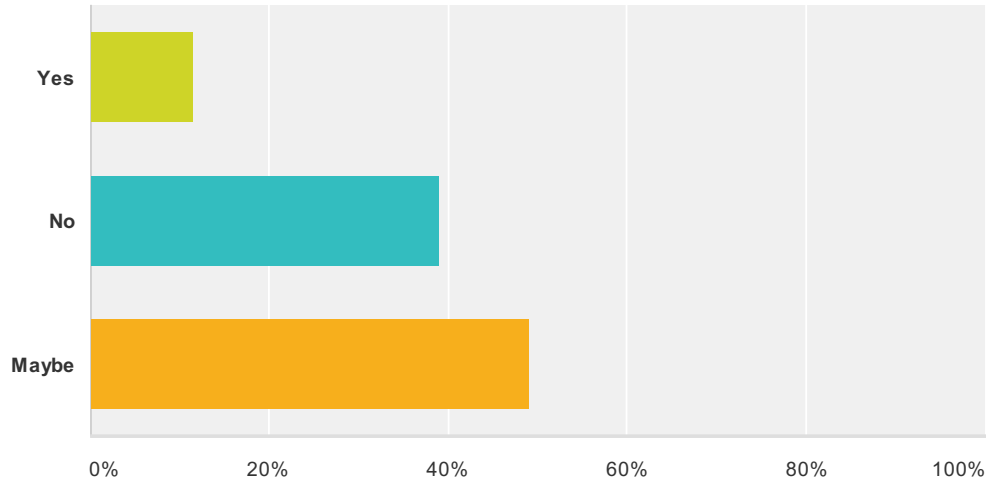
Answered: 189 Skipped: 3



	Yes	No	Total
Pay to watch the film at the cinema	62.26% 99	37.74% 60	159
Buy the Blu-Ray or DVD	49.66% 73	50.34% 74	147
Watch the film on VOD	46.53% 67	53.47% 77	144
Watch the film on a video streaming service (Lovefilm, Netflix etc.)	70.73% 116	29.27% 48	164

Q7 Would you consider donating a moderate sum of money in return for a reward as part of a crowdfunding campaign to support the development of Measure for Measure?

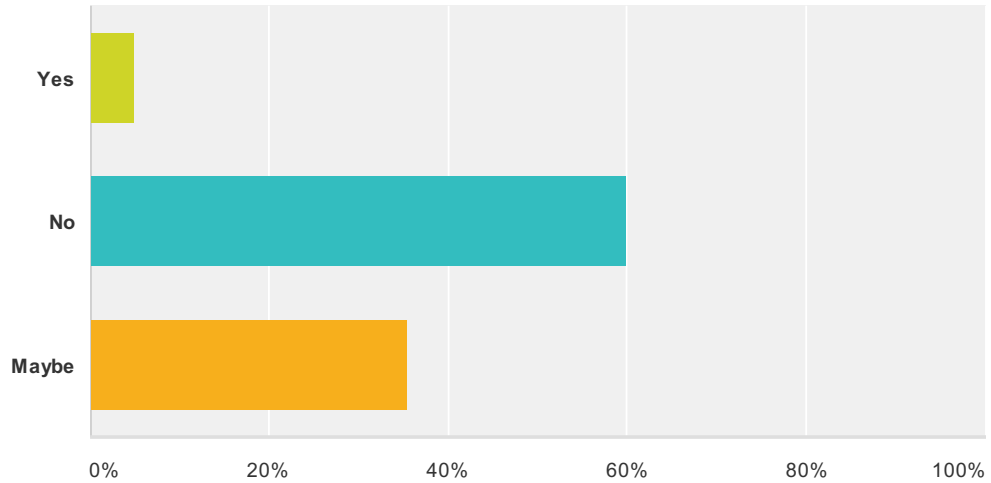
Answered: 190 Skipped: 2



Answer Choices	Responses
Yes	11.58% 22
No	38.95% 74
Maybe	48.95% 93
Total	190

Q8 If we successfully in attracted at least one A-list actor to the project, would you consider investing a larger sum of money towards the production costs of Measure for Measure (with the hope of a healthy return on your investment, plus a proportional share of the net profits)?

Answered: 187 Skipped: 5



Answer Choices	Responses
Yes	4.81% 9
No	59.89% 112
Maybe	35.29% 66
Total	187