

*This project is co-funded by the  
European Union within the  
framework of the regional  
programme Med Film*



# MEDBAROMETER

## FINAL REPORT



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## FORWARD

### About MedFilm4all

MedFilm4All is a 3 year project financed by the European Union. The Action has a regional dimension seeking at building a MED coalition promoting audience development and gender equality through the audio-visual sector. It is implemented in 6 countries (oPt, Jordan, Egypt, Lebanon, Morocco and Tunisia). A seventh country (Libya) is also targeted from the Action for several activities and Libyans relevant stakeholders are involved depending on the security situation.

The **overall objective** of MedFilm is to *contribute to human development and gender equality* through the diffusion of audio-visual products tackling social and gender issues in the Southern Mediterranean region.

The **specific objective** of the project is to increase the *production, diffusion and accessibility* of audio-visual productions promoting social and gender issues in rural areas across the 6 targeted countries. The project also aims at improving the exchange and networking opportunities between CSOs and film industry actors in the MENA region. In particular, through the financial support to third parties (sub-granting scheme), 12 projects targeting audience development are financed and supported. The scheme represents the main instrument used to achieve foreseen Action's objectives and reach target groups. It is also used to foster networking and experience/perception exchange.

### About MedBarometer

As part of the project, a MedBarometer Survey has been conducted to assess the characteristics and dimension of the audio-visual market in six countries in the region (Tunisia, Morocco, Lebanon, Egypt, Jordan and Palestine). In-depth thematic studies based on face-to-face interviews on the actual and potential audience for films tackling social sensitive issues have been carried out, focusing especially on youth and people living in rural areas. The results of the survey here presented summarise citizen's knowledge, attitudes and practices concerning access to films tackling sensitive issues, in particular gender. The study will be used by sub-granted MedFilm projects to design suitable strategies to better mainstream gender equality through educational and raising awareness activities around audio-visual productions.

The project is co-funded by the European Union within the framework of the regional programme MedFilm. The project is implemented by GVC and its partners COSPE, ANND, MENA Media Monitoring and APIMED.

For more information on MedFilm4all please contact MedFilm Project Coordinator, Valentina Tartari, at [valentina.tartari@gvc-italia.org](mailto:valentina.tartari@gvc-italia.org).



## METHODOLOGY

The questionnaire has 32 single answer, multiple or open questions, divided into 5 sections:

1. Basic information (region, town or village, population, urban/rural location)
2. Interviewee profile (sex, age, education, religion)
3. Media fruition habits (television and internet consumption, social media usage)
4. Films/Serials TV consumption habits (cinema and movie consumption, obstacles limiting views, interest in initiatives, movie preferences, etc.)
5. Sensitivity to social issues, including gender equality (attitude towards women directors, interest for social topics in movies, ideal model of society as for women-men relations, media representation of the model, ideal model of society as for presence of minorities, media representation of the model)

**The sample is stratified by socio-demographic dimensions** based on the research objectives (views of young population, women and men, rural areas residents).

In more detail, the sample is composed as follows:

- 400 interviewees for each of the six countries (Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia)
- Interviewees from each country resides in different regions. The choice of regions/governorate takes into account the need of adequate representation of the wealthiest and poorest areas, privileged areas and disadvantaged areas from an economic and social point of view, specifically in relation to the access to cultural activities.
- 60% of the interviewees reside in a rural context.
- 40% of the interviewees reside in an urban context.
- 50% of the interviewees are women.
- 50% of the interviewees are men.
- 77% to 95% of the interviewees are under 45 years old.
- 5% to 13% of the interviewees are over 45 years old.

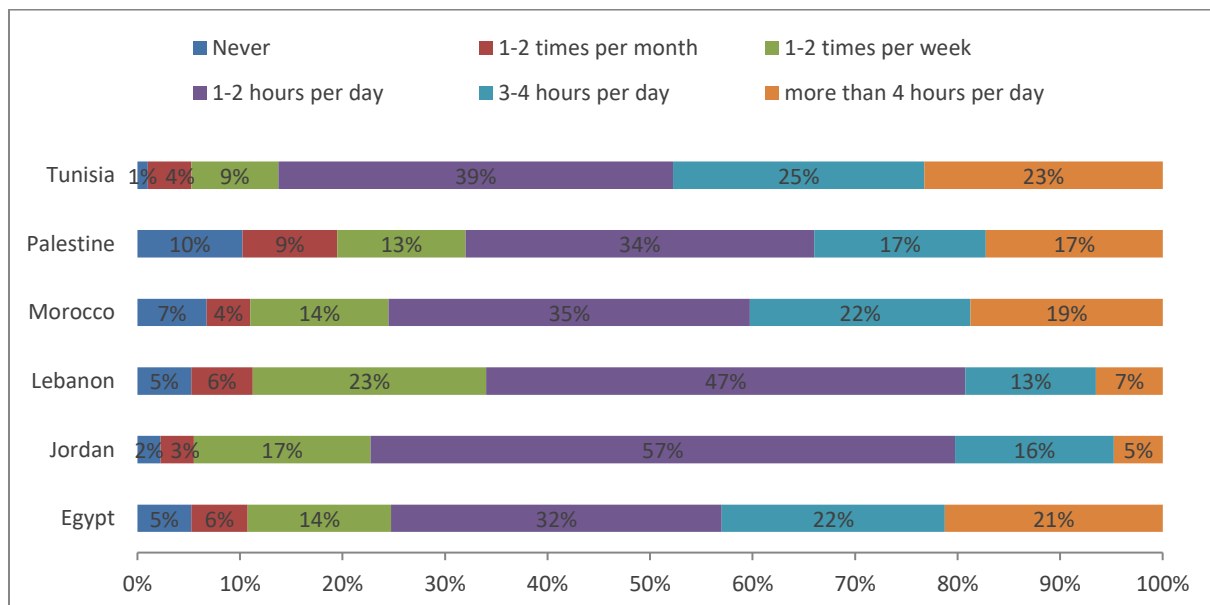
This **final report** provides results broken down by country, sex, age, education, and urban/rural divide. Researchers of the [Osservatorio di Pavia](#) designed the questionnaire, analysed the data, and drafted the report of main findings and conclusions.

## SUMMARY OF THE MAIN RESULTS

### a) Media fruition habits

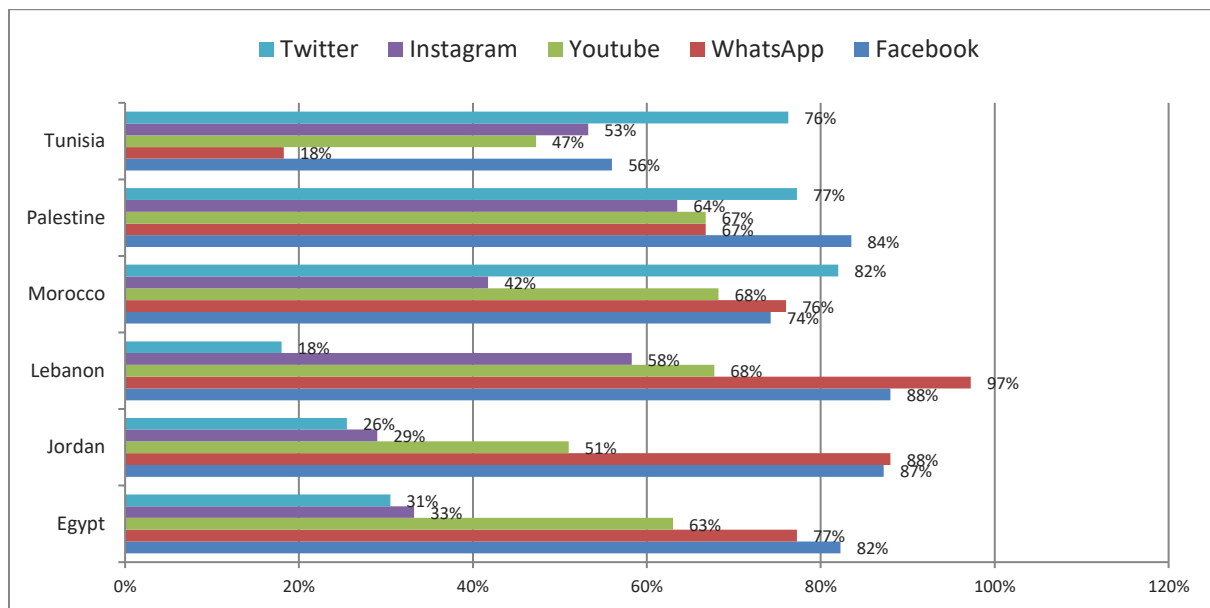
Vast majority of respondents in all six countries have a high **TV consumption**, with an average of 34% declaring over 3-4 hours per day. The countries where respondents spend more hours watching television are Tunisia (48% over 3-4 hours per day), Egypt (43%) and Morocco (41%). Lebanon and Jordan are the countries with less intensive TV consumption, with rates over 3-4 hours per day respectively in 20% and 21% of respondents. **Internet fruition** is massive in Lebanon (70% of respondents declaring over 3-4 hours usage per day), high in Palestine (58%), Morocco (47%) and Egypt (45%), less widespread in Tunisia (35%) and Jordan (33%). A relevant percentage of respondents never use the Internet in Tunisia (41%), Egypt (22%) and Morocco (21%). Gender, education and urban/rural divides emerge in the usage of new media, as showed in the country reports.

Figure 1. TV consumption by country



**Social networks** are widespread in most countries, mainly in urban areas and within young generations. Facebook and WhatsApp are primary social media in Lebanon (88% FB users and 97% WA users), Jordan (87% FB users and 88% WA users) and Egypt (82% FB users and 77% WA users). Twitter usage is extensive in Morocco (82%), Palestine (77%) and Tunisia (76%).

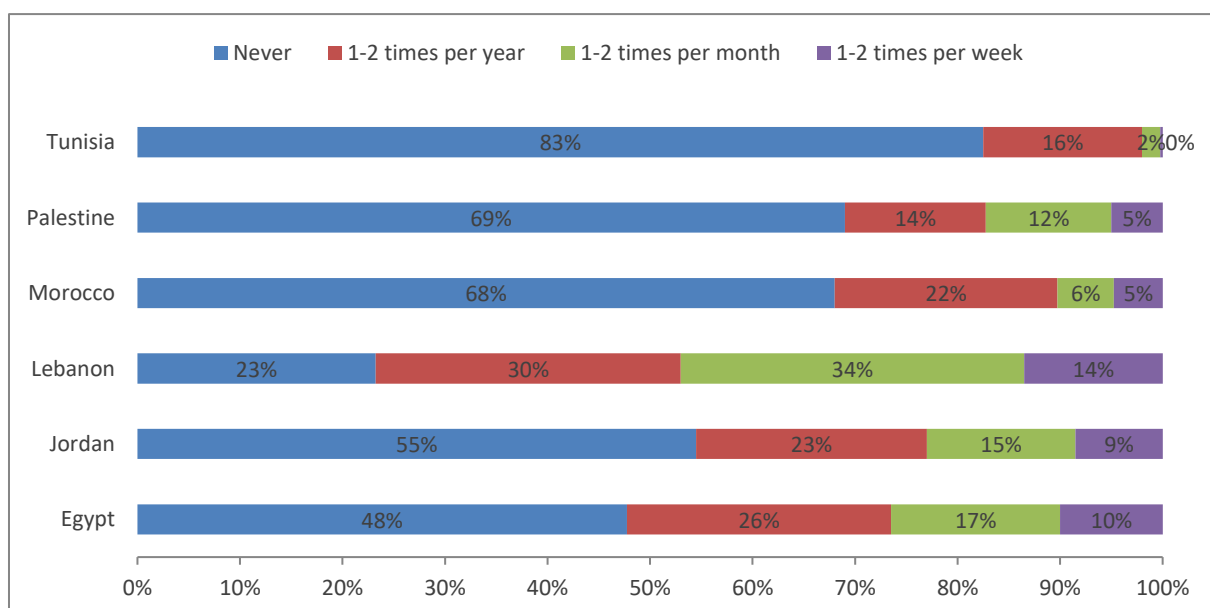
Figure 2. Social network usage by country



### b) Film/TV serials consumption habits

On average, 21% of respondents declare to **go to the cinema** at least 1-2 times per month; however, respondents from the six countries differ significantly in their habits. Lebanon is the country with highest percentage of people going to the cinema at least 1-2 times per month (48%). In the other countries, the percentage of respondents is rather low: Egypt (27%), Jordan (24%), Palestine (17%), Morocco (11%), and Tunisia (2%). This gap does not appear to be due to different levels of appreciation on movies, because **movie consumption at home** remains rather high in most countries (on average 76% of respondents declare to watch movies at home at least 1-2 times per week), including those with limited habits to go to the cinema. In Tunisia and Morocco, for example, 90% of the respondents declare to watch movie at home more than 1-2 times per week.

Figure 3. Movie consumption at cinemas by country





The **obstacles limiting the vision of movies** are grouped in four different types: *time barriers* (work, household chores, child cares), *practical, logistical barriers* (price, distance, safety, time), *offer barriers* (bad, poor quality), *cultural barriers* (family prohibition, stereotypes on cinema).

Obstacles grouped as **cultural barriers** are mentioned more often by respondents in Jordan, Palestine, and Egypt. In Jordan, ad example, 46% of respondents indicate the stereotype linked to going to the cinema among the obstacles. In Palestine and Egypt, 21% and 18% respectively of respondents include husband/family prohibition as one of the obstacles limiting the vision of movies.

Respondents in Jordan, Tunisia, Morocco, and Egypt more often mention **practical/logistical barriers**. Long distance to reach the cinema halls is, for example, an obstacle mentioned by 73% of Tunisian respondents, 57% of Jordanian respondents, 53% of Moroccan respondents, and 42% of Egyptian respondents. The same obstacle is mentioned by only 13% of Lebanese respondents.

**Time barriers** are more often mentioned by respondents in Lebanon and Jordan, compared to respondents in other countries. Not enough time because of work is considered as obstacle to the vision of movies by 85% of respondents in Lebanon, against for example 44% of respondents in Morocco. Tunisia, Jordan and Egypt are the countries where respondents mentioned more often the **offer barriers**: over 40% of respondents in these three countries raise the issue of the bad quality of the offer available.

Figure 4. Obstacles limiting vision of movies by country

Type of barrier	Obstacles	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
	Not enough time, because of work	58%	76%	85%	44%	56%	53%
	Not enough time, because of household chores, care of child, etc.	28%	48%	47%	28%	41%	47%
	Husband/family prohibition	18%	8%	15%	8%	21%	6%
	Bad quality of the available offer	40%	42%	18%	32%	28%	43%
	Poor quality of the available offer	43%	44%	19%	33%	31%	44%
	Lack of financial resources/ticket price/price of TV subscription	30%	53%	14%	20%	24%	56%
	Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	42%	57%	13%	53%	21%	73%
	Problems linked to personal safety in reaching cinema halls or other screening facilities	16%	7%	6%	36%	12%	10%
	Cinema opening times/TV series schedule	31%	54%	10%	36%	24%	9%
	Because of stereotypes linked to going to the cinema	19%	46%	2%	15%	16%	24%
	Other obstacles	12%	4%	9%	16%	15%	3%

- Time barriers** (work, household chores, child care)
- Practical, logistical barriers** (price, distance, safety, time)
- Offer barriers** (bad, poor quality)
- Cultural barriers** (family prohibition, stereotypes on cinema)

The **initiatives** on which is asked the interest of the respondents can be grouped in three main types: *initiatives to facilitate access to movie consumption* (opening, price, time, transport, etc.), *initiatives to increase movie literature* (cinema clubs, festivals, seminars, education), *initiatives to increase the quality of the offer* (greater offer). Majority of respondents welcome most of the initiative: on average,





the only initiative that gathers less than 50% support from respondents is the opening of video store (45%), the initiative with greater support from all respondents is opening or reopening of cinema halls (71%).

The **initiatives aimed at facilitating access to movie consumption** are marked by majority of respondents in all countries, but Lebanon and Palestine. The opening of cinema halls, for example, is indicated as interesting initiative by 96% of respondents in Tunisia, 88% in Morocco, and 86% in Jordan. Transportation to reach cinema halls is also a dividing factor among countries: 89% of respondents in Tunisia would appreciate improvements in transports, against 20% in Lebanon.

The **initiatives to increase movie literature** are highly appreciated in Tunisia, Morocco, and Jordan. Movie festivals is, for example, mentioned as interesting initiative by 95% of respondents in Tunisia, 83% in Morocco, and 79% in Jordan. A vast majority of respondents in these three countries also mention itinerant movie exhibitions as an interesting initiative.

The **initiatives to increase the quality of the offer** are less dividing the countries, even if respondents in Jordan (91%), Tunisia (83%), and Morocco (86%) mention them more often compared to respondents in Egypt (58%), Palestine (57%), and Lebanon (52%)

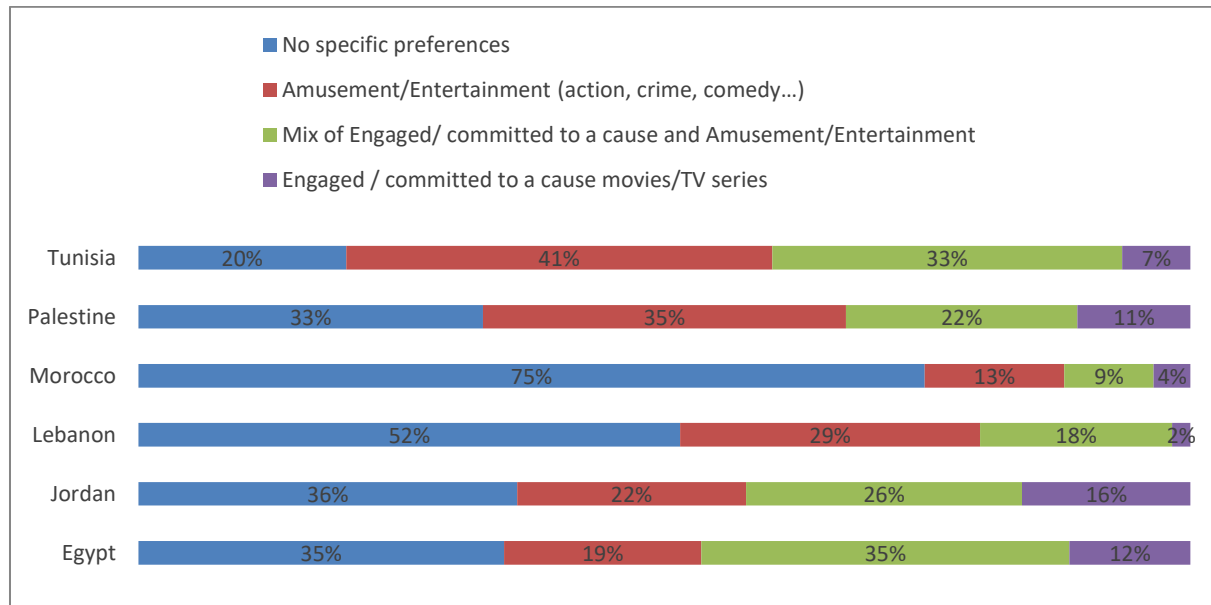
**Figure 5. Initiatives aimed at increasing cinema consumption by country**

Type of initiative	Initiatives	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
	Opening or reopening of cinema halls	62%	86%	44%	88%	50%	96%
	Cineforum, cinema club: films followed by discussion	54%	75%	30%	78%	36%	88%
	Movie screening with reduced ticket price	55%	74%	45%	79%	41%	94%
	Movie screening in different time slots during the day	51%	63%	31%	74%	39%	90%
	Transportation to reach cinema halls	51%	59%	20%	72%	27%	89%
	Cinema festivals	44%	79%	33%	83%	39%	95%
	Itinerant movie exhibitions	48%	80%	36%	85%	38%	96%
	Seminars on the history of the movie open to public	47%	61%	23%	81%	33%	88%
	Education to cinema and screening movies in the schools	44%	76%	62%	87%	45%	93%
	Opening of video store	40%	51%	17%	64%	35%	65%
	Opening of video library within local institutions	42%	80%	21%	82%	40%	77%
	Regular screening of movies in private premises	48%	63%	32%	76%	41%	81%
	Availability of free downloads or discount price downloads from the web	58%	77%	48%	68%	44%	57%
	Greater offer of movies or TV series on television	58%	91%	52%	81%	57%	83%
	Providing local community with a projector	57%	81%	20%	86%	40%	90%

**Initiatives to facilitate access to movie consumption** (opening, price, time, transport, etc.)  
**Initiatives to increase movie literature** (cinema clubs, festivals, seminars, education)  
**Initiatives to increase the quality of the offer** (greater offer)

A preference for **engaged/committed movies** was mentioned on average by 8% of respondents, more often in Jordan (16%), Egypt (12%), and Palestine (11%) compared to the other countries. However, the percentages of people, which do not express any preferences, is high in most countries.

Figure 6. Movie preferences by country



On average, the hierarchy of the favorite **genre of movies** for the majority of respondents is the following: comedy (85%), drama (73%), action (65%), documentary (64%), religion (57%), romantic (56%), children/family (55%), horror/thriller (41%), Indian movies (35%). Comedy and drama are generally appreciated in all the countries. Action movies are, instead, more appealing in Lebanon (80% of respondents) compared to other countries, such as Tunisia (50%). Respondents in Jordan (77%), Lebanon (77%), and Morocco (75%) mention documentaries very often, and more compared to respondents in Palestine (48%) and Egypt (44%). Religion movies are also dividing the countries, with majority of respondents in Morocco (81%), Jordan (70%) and Palestine (63%) mentioning them, against less than 50% in Tunisia, Egypt and Lebanon. Children/family movies are very much appreciated in Morocco (75%), Jordan (66%), and Egypt (60%); less in Lebanon (29%).

In terms of **country production**, the appreciation of respondents is high for films/series of their own country, 36% on average, ranging from 21% in Lebanon to 57% in Tunisia and Egypt. American movies (34% on average) are mainly appreciated in Morocco (52%), Egypt (40%), and Tunisia (34%); less in Palestine (23%). Turkish productions (29% on average) receive high appreciations predominantly in Tunisia (55%) and Palestine (40%). The appreciation for European productions (19% on average) varies from 15% in Palestine to 22% in Morocco and Tunisia.

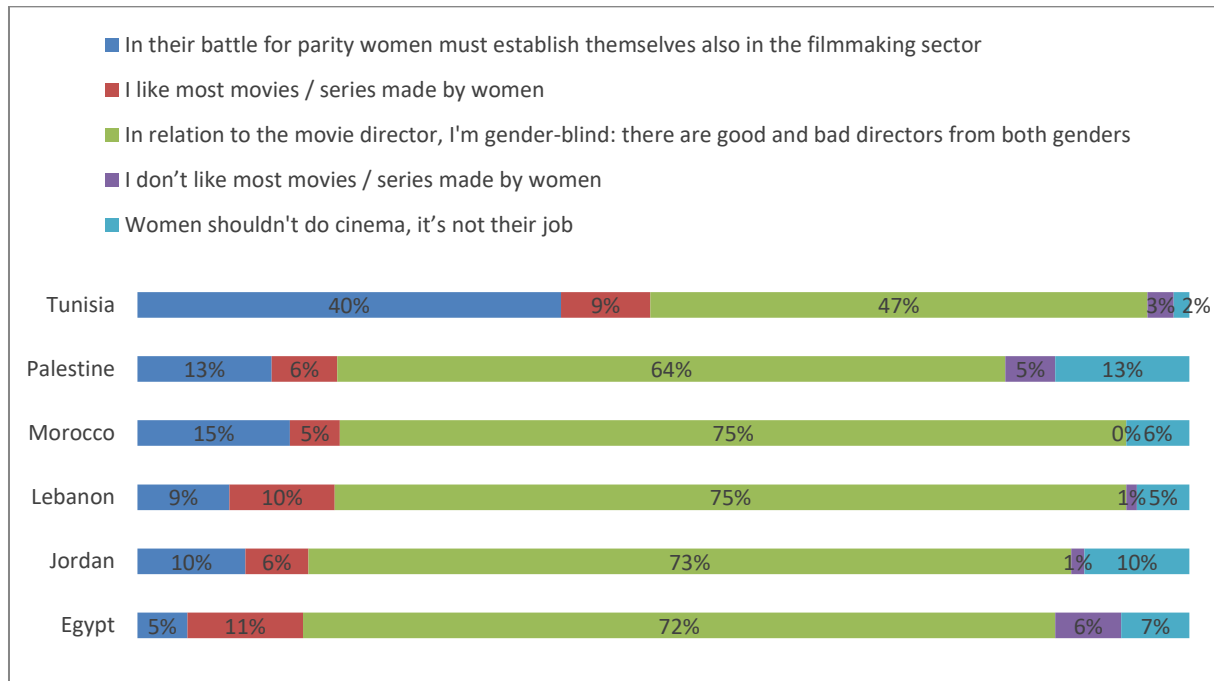
The **factors influencing the choice** of a movies include for the majority of respondents word of mouth (75% on average, ranging from 58% in Palestine to 87% in Morocco), ads and trailers on radio/TV (71% on average, ranging from 55% in Palestine to 81% in Jordan), period of the year (65% on average, ranging from 41% in Lebanon to 81% in Tunisia), opinions in social networks (58% on average, ranging from 42% in Tunisia to 79% in Jordan), presence of a specific actor/director (56% on average, ranging from 49% in Jordan to 70% in Morocco).



### c) Sensitivity to social issues, including gender equality

A majority of respondents has a positive or neutral **attitude towards women producers/directors** of movies. There is, however, a proportion of respondents, which dislike movies made by women or think that women should not do cinema because it is not their job to do so. The percentage of respondents with negative attitude towards women doing cinema is 10% on average: higher in Palestine (18%), Egypt (13%) and Jordan (11%) compared to Lebanon (6%), Morocco (6%), and Tunisia (5%).

**Figure 7. Attitude towards women producers/directors by country**



A vast majority of respondents displayed an interest for the entire battery of **social topics for movie** plots, particularly in Tunisia and Morocco. On average, sexual exploitation of women and children (57%), violence against women (54%), and youth problems (50%) gather the most interest from the respondents. Gender issues appear to be interesting topics for movies in most countries: women role in society (49% on average) varies from 37% in Egypt to 75% in Morocco, violence against women from 42% in Egypt to 74% in Morocco.



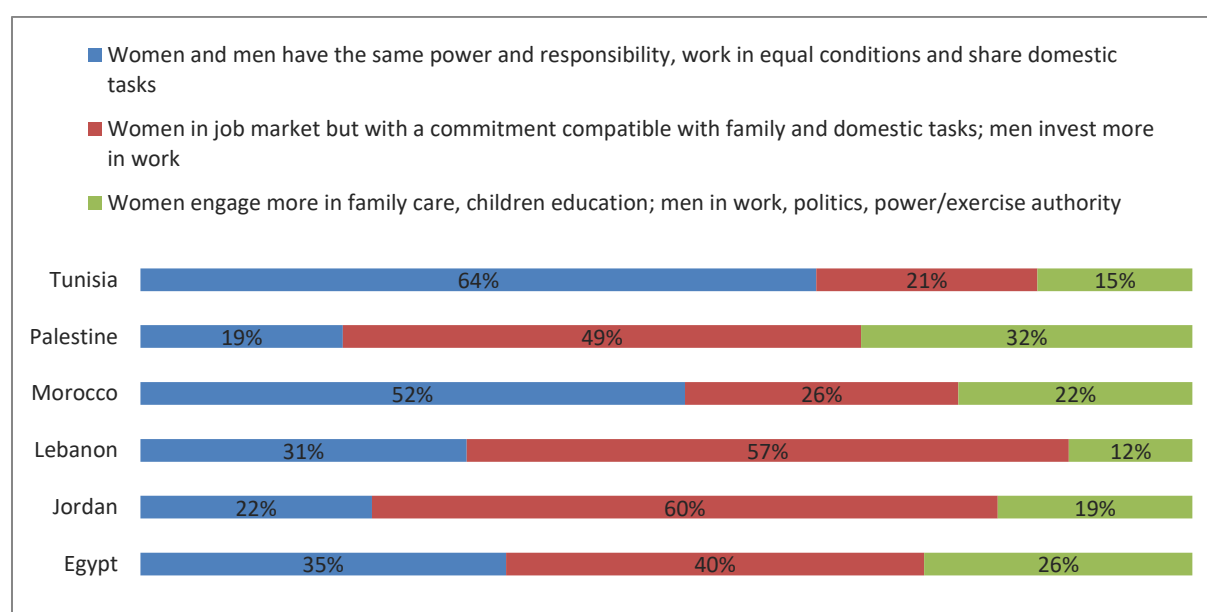
**Figure 8. Interest for social topics in movies by country**

Interest for social topics in movies	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
Regional disparities, living conditions in marginalised areas/regions	51%	48%	13%	51%	41%	62%
Youth problems	49%	48%	16%	71%	46%	73%
The problems of the elderly	31%	33%	15%	59%	38%	42%
The problems of people with disabilities	30%	26%	25%	61%	37%	40%
Women role in society, discrimination faced in the family, at work and society in general	37%	46%	40%	75%	40%	58%
Violence against women	42%	45%	47%	74%	44%	73%
Sexual exploitation of women and children	49%	55%	46%	75%	40%	81%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	29%	18%	11%	52%	25%	15%
Law enforcement authorities crackdown, censorship, repression of civil liberties	44%	23%	7%	23%	24%	16%
International jihadist terrorism, youth joining terrorist groups	32%	21%	21%	28%	26%	46%

A positive attitude towards **gender equality in their ideal model of society**, saying that women and men should have same power and responsibilities, emerges in 37% of respondents. The most positive attitudes are in Tunisia (64%) and Morocco (52%). About a third of respondents shows positive attitude towards gender equality in Egypt (35%) and Lebanon (31%), while it decreases in Jordan (22%) and Palestine (19%).

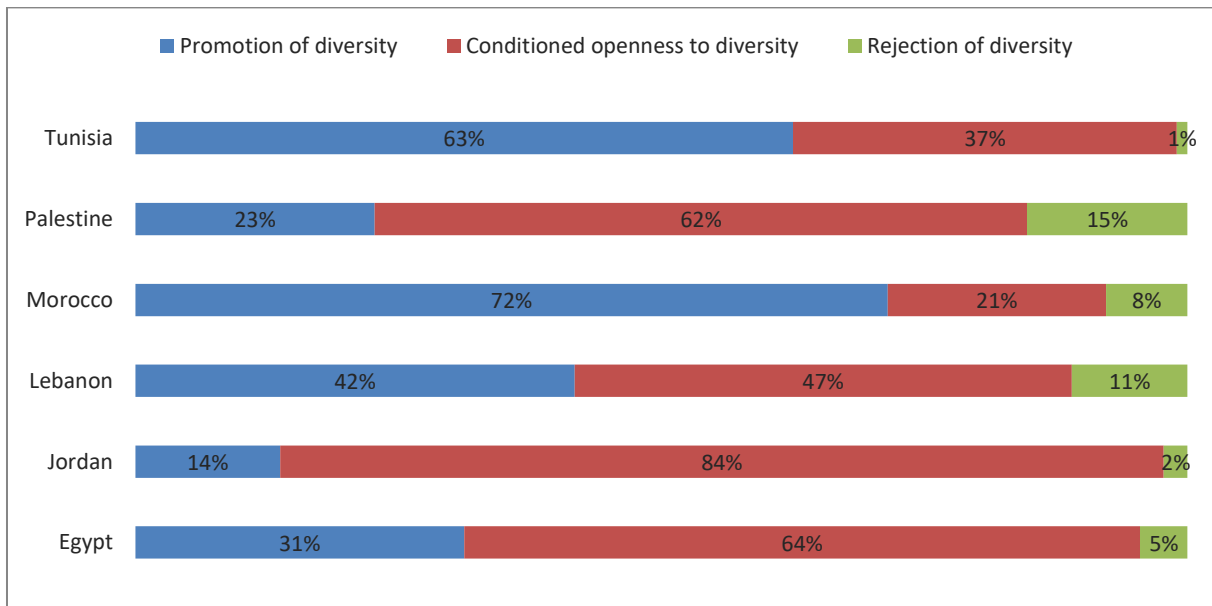
In terms of **movies** reflecting the **ideal model of society in regards to gender equality**, American movies are first country production mentioned on average (28%), and by respondents in Morocco (46%), Tunisia (30%), Egypt and Lebanon (28%). Respondents in Palestine (31%) and Jordan (21%) mention more often movies of their own country. Turkish movies are indicated mainly in Palestine and Tunisia (both 26%). European movies reflect the ideal model of society on gender equality for 21% respondents on average, varying from 18% respondents in Jordan and 29% in Tunisia.

**Figure 9. Ideal model of society in regards to gender relations by country**



In terms of **ideal society in regards to the presence of minorities**, 41% respondents on average show a propensity to the promotion of diversity, with Morocco and Tunisia showing the highest rates (72% and 63% respectively) compared to all other countries: Lebanon (42%), Egypt (31%), Palestine (23%), and Jordan (14%). Rejection of diversity is generally low, yet higher in Palestine (15%), Lebanon (11%), and Morocco (8%).

**Figure 10.** Ideal model of society in regards to minorities by country



In terms of **movies** reflecting the **ideal model of society in regards to presence of minorities**, American movies are most mentioned on average (25%), with on top Morocco (42%), Egypt (31%), Tunisia (24%), and Lebanon (22%). Respondents in Palestine (34%) and Jordan (27%) mention more often movies of their own country. European movies (18% on average) varies from 14% in Palestine to 22% in Tunisia. Turkish movies are mentioned mainly in Palestine (26%) and Tunisia (20%), Indian movies in Egypt (23%).



## I. EGYPT

### a) Media fruition habits

Majority of respondents have high **TV consumption**, with similar proportion in urban (42% over 3-4 hours per day) and rural areas (45%). **Internet fruition** is generally higher in urban areas; however, the percentage of respondents with over 3-4 hours per day usage is overall the same within urban (46%) and rural areas (45%). **Social networks**, particularly Facebook and WhatsApp, are highly used particularly in urban areas (FB 88% and WA 84% users respectively).

In **rural areas**, there is a significant **gender divide** in the TV and Internet consumptions. Daily TV consumption of women (65% over 3-4 hours per day) is much greater compared to TV consumption of men (25%). Conversely, the proportion of men using Internet over 3-4 hours per day (48%) is higher than the one of women (41%). The **level of education** is also dividing: low-educated respondents watch TV considerably more hours per day (71% over 3-4 hours per day) compared to high-educated respondents (40%). High-educated respondents, conversely, use Internet much more (52% over 3-4 hours per day) compared to low-educated respondents (9%). **Social networks** are widespread in the country. Notwithstanding, social media usage in rural areas is widespread only among high-educated respondents (up to 90% FB users), with limited variations among men and women. An **age-divide** is here present, with for instance 95% of age 25- respondents being Facebook users, against 50% of age 45+ respondents.

### b) Film/TV serials consumption habits

Urban respondents **go to the cinema** more often than rural respondents do: 32% of urban residents going more than 1-2 times per month, against 21% of rural respondents. Participation to film festivals is again more frequent among urban residents compared to rural residents. **Movie consumption at home** is generally high; particularly, in urban areas (84% more more than 1-2 times per week) compared to rural areas (66%).

In **rural areas**, there is a **gender-divide** among respondents on the frequency to go to the cinema: 30% of male respondents go more than 1-2 times per month, against 11% of female respondents. Conversely, movie consumption at home increases among women (82% watching movies at home more than 1-2 times per week) compared to men (51%). Age of respondents influences the propensity to go to the cinema: young Age 25- go to the cinema more compared to Age 25-44 respondents (29% going more than 1-2 times per month, against an 8%). Movie consumption at home is pretty much the same for all age classes. The level of **education** is again a dividing factor: low-educated respondents in rural areas have limited cinema consumption habits (only 3% over 1-2 times per month) compared to high-educated respondents (24%). On the contrary, movie consumption at home is higher among low-educated respondents (71% low-educated respondents watching movies over 1-2 times per week against 65% of high-educated respondents).

The **obstacles limiting the vision of movies** are grouped in four different types: *time barriers* (work, household chores, child cares), *practical, logistical barriers* (price, distance, safety, time), *offer barriers* (bad, poor quality), *cultural barriers* (family prohibition, stereotypes on cinema). A majority of respondents from urban areas say that not enough time because of work (61%), poor (56%) or bad quality 53%) of the offer are obstacles to watching movies. A majority of rural residents mention not





enough time because of work (54%) and long distance to reach the cinema (50%). The **urban-rural divide** is evident, particularly with regards to the *offer barriers* (bad and poor quality are mentioned respectively 26% and 27% more by urban residents compared to rural ones) and two of the *practical/logistical barriers* (long distance to reach the cinema mentioned 16% more by rural residents and cinema opening times mentioned 18% more by urban residents). Obstacles grouped as *cultural barriers* are quite frequent for all respondents, without significant difference between urban and rural areas. *Husband/family prohibition* is mentioned by 17% urban and 19% rural respondents, *stereotypes linked to going to the cinema* by 19% urban and 18% rural respondents.

Figure 11. Egypt: obstacles limiting vision of movies

Type of barrier	Obstacles	Urban	Rural	Difference (U-R)
	Not enough time, because of work	61%	54%	7%
	Not enough time, because of household chores, care of child, etc.	28%	29%	-1%
	Husband/family prohibition	17%	19%	-3%
	Bad quality of the available offer	53%	27%	26%
	Poor quality of the available offer	56%	29%	27%
	Lack of financial resources/ticket price/price of TV subscription	29%	31%	-1%
	Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	34%	50%	-16%
	Problems linked to personal safety in reaching cinema halls or other screening facilities	14%	18%	-4%
	Cinema opening times/TV series schedule	40%	22%	18%
	Because of stereotypes linked to going to the cinema	19%	18%	1%
	Other obstacles	12%	12%	0%

- Time barriers (work, household chores, child care)
- Practical, logistical barriers (price, distance, safety, time)
- Offer barriers (bad, poor quality)
- Cultural barriers (family prohibition, stereotypes on cinema)

In **rural areas**, a distinct **gender-divide** is present on six of the listed obstacles. Male respondents mentioned more frequently than female did the following obstacles: not enough time because of work (41% more than women), long distance to reach the cinema (16% more than women), and lack of financial resources/ticket price (14% more than women). Conversely, women mentioned more frequently than men did the following obstacles: not enough time, because of household chores (43% more than men), husband/family prohibition (35% more than men), and stereotypes linked to going to the cinema (18% more than men).

The **education level** affects the number of obstacles mentioned by the respondents. High-educated respondents show higher percentages in all the obstacles, but the husband/family prohibition, which is waved more often by low-educated respondents (19% more than high-educated respondents). High-educated people have, in particular, higher percentages in respect to *offer barriers*, mentioning bad or poor quality 32% more than low-educated respondents.

The proportion of respondents with some **subscriptions** to watch movies/TV series is higher in urban (21%) than rural areas (13%). There is no gender-divide on this among the rural population, while education divides: subscriptions are hence spread mainly among high-educated respondents (15%).



The **initiatives** on which is asked the interest of respondents can be grouped in three main types: *initiatives to facilitate access to movie consumption* (opening, price, time, transport, etc.), *initiatives to increase movie literature* (cinema clubs, festivals, seminars, education), *initiatives to increase the quality of the offer* (greater offer). A majority of urban respondents rated interesting all the listed initiatives, with over 60% of positive answers to the following initiatives: greater offer of movies (73%), free downloads (73%), opening or reopening of cinema halls (67%), cineforum/cinema club (63%), movie screening in different time slots (63%), screening of movies in private premises (63%). Over half of the rural respondents showed interest in the following initiatives: opening or reopening of cinema halls (56%), reduced ticket price (52%), providing local community with a projector (52%).

In **rural areas**, a **gender-divide** impinges upon the responses on the proposed initiatives. Men are more interested than women into initiatives facilitating the access to movie consumption (such as opening or reopening of cinema halls, screening in private premises, providing local community with a projector) and into initiatives increasing movie literature (such as cinema festivals, itinerant movie exhibitions, seminars on movies, education to cinema at schools). Female respondents have on top of their hierarchy of initiatives increasing the quality of the offer. An interesting **age-divide** among rural population exists on the interest towards the listed initiatives: young Age 25- respondents show greater interest in most of the initiatives compared to older respondents. The **education-divide** is, however, the most prominent factor differentiating the attitude of rural population towards the proposed initiatives: high-educated respondents have great interest in all the initiatives, significantly higher compared with low-educated respondents. The latter have some interest only in 4 out of the 15 listed initiatives: providing local community with a projector (44%), opening or reopening of cinema halls (27%), reduced ticket price (21%), transportation to reach cinema halls (15%).

A preference for **engaged/committed movies** has been mentioned by 12% of the respondents, with little difference between urban and rural respondents. The preference for mix of engaged/committed movies raises up to 39% in urban areas and 31% in rural areas. These preferences do not have significant variations between male and female respondents in **rural areas**. Young Age 25- respondents show rates of interest versus mix of engaged/committed movies (39%) higher than other age class respondents did. High-educated respondents in rural areas have significantly more interest for mix of engaged/committed movies (36%) compared to low-educated respondents (3%); however, the latter have some more interest for engaged/committed movies (18%) compared to high-educated respondents (10%).

The hierarchy of the favorite **genre of movies** for the majority of urban respondents is the following: drama (80%), comedy (78%), children/family (65%), action (59%), and documentary (53%). At rural level: comedy (83%), drama (63%), children/family (54%), action (53%). In **rural areas**, women have significant more interest than men in the following genre of movies: romantic (51% more than men), Indian movies (36% more than men), children/family (24% more than men), and drama (19% more than men). Conversely, male respondents have more interest than female respondents on action (26% more than women), documentary (18% more than women), and horror/thriller (11% more than women). The education level does not divide the preferences of rural respondents towards comedy and drama. All other genres of movies, but religion (with 17% more appreciation among low-educated respondents), show more appreciation among high-educated respondents.





In terms of **country production**, the hierarchy of appreciation of respondents is the following: national movies, American movies, European movies, Indian movies, Turkish movies. While for most country productions there is not great difference between urban and rural respondents, it is interesting to note that American movies (24% more in urban areas) and European movies (24% more in urban areas) have significant more appreciation in urban areas. In general, high-educated respondents in rural areas appreciate foreign productions more widely compared with low-educated respondents.

The **factors influencing the choice** of a movies include for the majority of urban respondents word of mouth (80%), ads and trailers on radio/TV (65%), presence of a specific actor/director (64%), period of the year (64%), opinions in social networks (58%), ads and trailers on the Internet (54%), and film director reputation (51%). At **rural level**, a majority of respondents mentions the following factors: ads and trailers on radio/TV (65%), word of mouth (60%), and period of the year (51%). The **education-divide** in rural areas appears powerful to determine the factors influencing the choice of movies: high-educated respondents show a diverse range of factors, while low-educated respondents mainly base their choices on four factors: ads and trailers on radio and TV (56%), word of mouth (35%), presence of a specific actor/director (35%), and period of the year (24%).

### *c) Sensitivity to social issues, including gender equality*

A majority of respondents has a positive or neutral **attitude towards women producers/directors** of movies. There is, however, a proportion of respondents who dislike most movies made by women (11%) and eventually say that women should not go to the cinema (6%). In **rural areas**, though surprisingly, the results do not show significant variations between men and women. The **age-factor** impacts on the attitude, with rural Age 25- respondents generally more open to movies made by women and less touched by the stereotypes that women should not go the cinema (4% versus 10% of Age 45+ respondents). The attitude towards women producers/directors has a significant **education-divide**: low-educated rural respondents dislike movies made by women (12%) more than high-educated ones (6%). In addition, the statement that women should not go to the cinema is addressed by 12% low-educated respondents against 4% of high-educated ones.

A vast majority of respondents displayed an interest for the entire battery of **social topics for movie** plots, with urban respondents ranging from 60% (international jihadist terrorism) to 91% (youth problems) and rural respondents ranging from 44% (migrants and minorities issues) to 89% (youth problems). Urban residents appear to display greater interest than rural residents particularly on three topics: migrants and minorities issues (25% more than rural respondents), human rights and civil liberties (20% more than rural respondents), and sexual exploitation of women and children (20% more than rural respondents). In **rural areas**, a **gender-divide** is prominent in three of the social topics mainly linked to women issues: women role in society (mentioned by women 31% more than men did), violence against women (39% more than men did), and sexual exploitation of women and children (27% more than men did). Gender issues resulted more appealing topics for movies also among rural Age 25- respondents. High-educated respondents showed more interest than low-educated ones generally in all the listed topics, particularly on women issues (role in society, violence against women and sexual exploitation), migrants and minorities issues, and human rights and civil liberties.

Regarding the **ideal model of society as for relations between women and men**, urban respondents showed a more positive attitude towards gender equality compared to rural respondents: 48% of



urban residents say women and men should have same power and responsibility, against 21% of rural respondents. At the same time, 36% of rural respondents say women should engage more in family care against 16% of urban respondents. An urban-rural divide is thus visible in this perspective. In **rural areas**, a **gender-divide** emerges on attitudes towards gender equality. Female respondents have a significant higher propensity towards a society where women and men have the same power (31%) compared to male respondents (12%). A proportion of 45% male respondents expressed as ideal society in terms of relations between women and men the one where women engage more in family care, against 26% of female respondents. **Age** is also a dividing factor on this issue, with young Age 25- rural respondents significantly more open to gender equality. The **level of education** has a prominent impact on the attitude towards gender equality: 25% of high-educated respondents welcome a society where women and men have the same power, against only 3% of low-educated respondents. On the contrary, 74% of low-educated respondents consider ideal a society where women engage more in family care, against a percentage of 28% of high-educated respondents.

For urban respondents, the ideal model of society as for relations between women and men is more **valued** by national movies (59%), American movies (54%), European movies (42%). For rural respondents, the hierarchy of **geographic productions** is rather different: national movies (82%), Indian movies (37%), American movies (26%), Turkish movies (25%), and European movies (20%). American and European movies reflect thus far more the ideal society in urban areas, while national movies and Indian movies reflect more the ideal society in rural areas. In **rural areas**, female respondents consider Indian movies (55%) and Turkish movies (35%) more adherent to their ideal society compared to men (18% and 14% respectively). The level of education increases the diversity of movie productions reflecting the ideal model of society. Low-educated respondents mentioned only national movies (85%), Indian movies (18%), and Turkish movies (12%).

In terms of **ideal society in regards to the presence of minorities**, urban respondents showed higher propensity to the promotion of diversity (42%) compared to rural respondents (20%). Rejection of diversity is generally low, yet higher in rural (6%) than in urban areas (3%). In **rural areas**, **women and men** showed similar attitude towards the presence of minorities, even though a higher proportion of male respondents (10%) compared to female respondents (2%) expressed a sentiment of rejection towards diversity. Young **Age 25-** respondents appear more radicalized, whether in support of the promotion of diversity (25%) or in rejection of diversity (8%), compared to older generations, appearing more stabled versus an ideal model of society with conditioned openness to diversity. The **level of education** is a dividing factor: none of the low-educated respondents opted for an ideal model of society promoting diversity, against 24% of the high-educated respondents.

In terms of **movies** reflecting the **ideal model of society in regards to presence of minorities**, American and European movies are mentioned far more often in urban areas (respectively 29% and 27% more than in rural areas). National movies are, on the contrary, more adherent to respondents' ideal model of society as for presence of minorities within rural respondents (26% more than urban ones). A higher level of education increases the diversity of movies reflecting the ideal model of society.



#### d) Recommendations

- In order to increase movie consumption, consideration could be given to addressing *offer barriers* (bad and poor quality of movies) mentioned by respondents in urban areas and *practical/logistical barriers* (distance to cinema halls, opening times) in rural areas.
- In order to facilitate a gender balanced access to movie consumption, *cultural barriers* (such as husband/family prohibition or stereotypes linked to going to the cinema) could be tackled with specific educational campaigns.
- In order to meet the most favourable initiatives mentioned by rural respondents, consideration should be given to address the following issues: opening or reopening of cinema halls, reduced ticket price, and providing local community with a projector.
- Given a clear education-divide among respondents towards possible initiatives promoting movie consumptions, attention should be given when targeting the actions, differentiating - whenever possible - initiatives directed to low-educated from those directed to high-educated population. This is eventually confirmed by the presence of an education-divide among the factors influencing the choice of movies.
- While there is a general positive attitude towards women producers/directors, consideration should be given to promote actions aimed at decreasing the level of scepticism among respondents in regards to movies made by women and women going to the cinema. A comprehensive education campaign could serve the purpose of diminishing the existing gender stereotypes.
- Given the greater interest towards social topics linked to women issues expressed by women in rural areas, consideration could be given to promote those topics (women role in society, violence against in movies and sexual exploitation) in rural areas.



## II. JORDAN

### a) Media fruition habits

Most of respondents have a **TV consumption** ranging from 1 to 2 hours per day, 69% in urban and 49% in rural areas. The proportion of intense TV consumption (over 3-4 hours per day) is higher in rural areas (25%) compared to urban areas (12%). The percentage of respondents with intense **Internet usage** (over 3-4 hours per day) is higher in rural areas (40%) compared to urban areas (21%). **Social networks** are widespread in the country, with limited difference between urban and rural areas, Facebook and WhatsApp being the most used social media both in urban (FB 84% and WA 85% users) and rural areas (FB 89% and WA 90%).

In **rural areas**, TV and Internet consumptions are overall similar for **male and female respondents**. There is not any significant gender-divide in social media usage. The **age** does not affect significantly TV consumption habits, while it impinge upon Internet usage, with 49% of Age 25- respondents spending over 3-4 hours per day on Internet, 42% of Age 25-44, and 18% of Age 45+. **Social networks** usage is also higher among younger generations. The **level of education** is a dividing factor on media fruition habits: 45% of low-educated respondents declared to watch TV over 3-4 hours per day, against 22% of high-educated respondents; conversely, 43% of high-educated respondents spend more than 3-4 hours per day on Internet, against 24% of low-educated respondents. The use of social media is also by far more frequent among the high-educated respondents.

### b) Film/TV serials consumption habits

Surprisingly, rural respondents **go to the cinema** more often than urban respondents do: 27% of rural residents going more than 1-2 times per month, against 16% of urban residents. Participation to film festivals is also higher among rural population compared to urban population. **Movie consumption at home** is instead equal for urban (81% more than 1-2 times per week) and rural respondents (82%).

In **rural areas**, there is a **gender-divide** on the frequency to go to the cinema, with 36% of male respondents going more than 1-2 times per month against 19% of female respondents. Participation to film festivals is also more frequent among men compared to women. Movies consumption at home is slightly higher for female respondents (85% watching movies more than 1-2 times per week) compared to male respondents (79%). **Age** of respondents does not differentiate widely the frequency of viewing movies in cinemas, while movies consumption at home is higher for Age 25+ compared to Age 25-. The **level of education** is fairly dividing: 26% of high-educated respondents going to cinema more than 1-2 times per month, against 16% of low-educated respondents. In addition, the participation to film festivals increases among high-educated respondents. **Movies consumption at home**, though very high for all respondents, is higher for low-educated respondents (92% over 1-2 times per week) compared to high-educated respondents (80%).

The **obstacles limiting the vision of movies** are grouped in four different types: *time barriers* (work, household chores, child cares), *practical, logistical barriers* (price, distance, safety, time), *offer barriers* (bad, poor quality), *cultural barriers* (family prohibition, stereotypes on cinema). A majority of respondents residing in urban areas mention as obstacles not enough time because of work (78%) and cinema opening times (56%). A majority of rural respondents mention as obstacles: distance to reach the cinema (76%), not enough time because of work (74%), lack of financial resources (62%), not



enough time because of household chores (56%), and cinema opening times (53%). The **urban-rural divide** is more substantial in four of the obstacles: bad quality of the offer (12% more within urban respondents), long distance to reach the cinema (49% more within rural respondents), lack of financial resources (23% more within rural respondents), and no time because of household chores (21% more within rural respondents). Rural areas appear thus more affected by *practical/logistical barriers* compared to urban areas which, on the contrary, are more affected by *offer barriers*. *Cultural barriers* are significantly high: stereotypes linked to going to the cinema are mentioned as obstacles by 43% of urban respondents and 48% of rural respondents.

In **rural areas**, the **gender-divide** among respondents on the obstacles limiting the vision of movies is limited; aside a prevalence of women (7% more than men) mentioning obstacles grouped as *cultural barriers* (husband/family prohibition and stereotypes linked to going to the cinema). Male respondents are more concerned of the limited time because of work, female respondents of the limited time because of household chores.

The **education level** in rural areas divides the answers given by respondents with regards to *quality barriers*, with high-educated respondents mentioning more often than low-educated respondents the bad or poor quality of the offer (respectively 12% and 15% more). Other obstacles more often mentioned by high-educated respondents are: not enough time because of work (16% more than low-educated respondents) and long distance to reach the cinema (15% more than low-educated respondents). Stereotypes linked to going to the cinema persist, even with a higher percentage among high-educated respondents compared to low-educated ones (42% versus 49%).

The proportion of respondents with some TV **subscriptions** is 11% of respondents, without variations between urban and rural areas. The level of education has a slight impact on the number of subscriptions: 13% of high-educated respondents, against 8% of low-educated respondents.

The proposed **initiatives** are grouped in three main types: *initiatives to facilitate access to movie consumption* (opening, price, time, transport, etc.), *initiatives to increase movie literature* (cinema clubs, festivals, seminars, and education), and *initiatives to increase the quality of the offer* (greater offer). A vast majority of respondents showed appreciation for all the initiatives. Rural respondents showed interest towards *initiatives aimed at facilitating access to movie consumption* more often than urban respondents, such as transportation to reach cinema halls (56% more than urban respondents), opening of video stores, video libraries, regular screening in private premises, and providing local communities with a projector (mentioned 30% more by rural respondents compared to urban respondents). In addition, rural respondents showed higher interest towards *initiatives aiming to increase movie literature*, in particular: cinema festivals, itinerant movie exhibitions, and seminars on the history of the movie (mentioned 25% more by rural respondents than urban ones).

In **rural areas**, men showed more interest than women in three initiatives: regular screening of movies in private premises (22%), opening of video stores (18% more than women), and seminars on the history of the movies (16% more than women). The age of respondents is not dividing. In addition, the **education level** does not differentiate greatly the respondents on their interest towards the proposed initiatives. However, high-educated respondents show more interest than low-educated respondents in the following initiatives: availability of free downloads (11% more), itinerant movie exhibitions (10% more), seminars on movie history (9% more), and cinema festivals (8% more). Conversely, low-



educated respondents have greater interest on regular screening of movies in private premises (11% more).

A preference towards **engaged/committed movies** has been mentioned by 22% of urban respondents and 12% of rural respondents. Urban residents mentioned more often also mix of engaged/committed movies (33%) compared to rural residents (22%). In **rural areas**, there is not a great gap between men and women; however, women have chosen engaged/committed movies more often than men (15% versus 9%). The educational level does not impact on the preferences towards kind of movies.

Respondents from rural areas showed greater interest for the following **genres of movies**: horror/thriller and Indian movies (26% more than urban respondents), religion (22% more), action and documentary (10% more). Urban respondents have more interest in children/family movies (13% more than rural respondents) and romantic movies (8% more). In **rural areas**, men prefer more than women horror/thrillers (25% more) and action movies (22% more), while women prefer more than men mainly children/family (21% more) and romantic movies (14% more). Age 25- respondents have more interest in action, romantic and horror movies compared to older generations, and less interest in documentary, children/family and religion movies. High-educated respondents are more into comedy (10% more), action (9% more) and romantic movies (8% more), while low-educated respondents into horrors (13% more) and family/children movies (12%).

In terms of **country production**, the hierarchy of appreciation of respondents is: national movies, Middle Eastern movies, American movies and European movies. The urban-rural divide influences the preferences of country productions: European movies are more appreciated in urban areas (22% more), against Turkish movies, Indian movies, Middle eastern movies, movies of Maghreb and Latina American movies more appreciated by rural respondents. In rural areas, women appreciate more than men Turkish movies (17% more), while men appreciate more than women European movies (18% more) and Latin American movies (13% more). The level education show that high-educated respondents have higher interest compared to low-educated respondents in European movies (25% more), American movies (16% more), and Indian movies (13% more).

The **factors influencing the choice** of movies include for the majority of urban respondents: word of mouth (87%), period of the year (77%), ads/trailers on radio and TV (76%). A majority of rural respondents mentioned the following influencing factors: ads/trailers on radio and TV (85%), word of mouth and opinions in social networks (82%), ads/trailers on the Internet (68%), and presence of a specific actor/director (53%). In rural areas, men rely more than women on three factors: ads/trailers at cinema halls (24% more), newspapers articles (12% more), and reputation of film director (11% more). High-educated respondents rely more than low-educated ones on: opinions in social networks (29% more), ads/trailers on the Internet (18% more), word of mouth (13% more), newspapers articles (12% more), and presence of a specific actor/director (10% more). On the contrary, low-educated respondents rely more on ads/trailers on radio and TV (7% more).

### *c) Sensitivity to social issues, including gender equality*

A vast majority of respondents has a neutral or positive **attitude towards women producers/directors** of movies. Urban respondents differ from rural respondents either for a higher proportion of people welcoming women in filmmaking sector (14% against 8% of rural residents), but also for a higher proportion of people claiming that women should not do cinema because it is not their job (13%

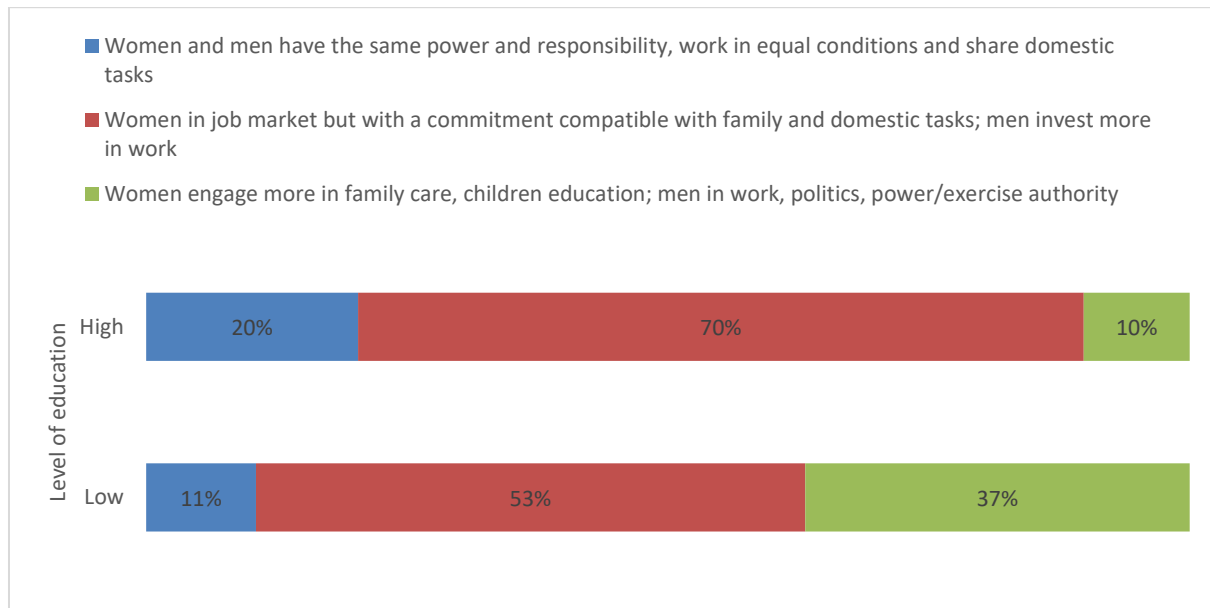


against 9% of rural residents). In **rural areas**, there is not gender gap among respondents: on the contrary, surprisingly enough, more women than men think that women should not do cinema because it is not their job (9% versus 7% of men). An **age-divide** shows that Age 25- respondents are more open towards women producers/directors compared to older generations: the percentage of reluctance towards women doing cinema is 4% for Age -25, 8% for Age 25-44, 16% for Age 45+ respondents. The **level of education** influences the reluctance towards women doing cinema, with 16% of low-educated respondents saying that women should not do cinema, against 6% of high-educated respondents.

The proposed **social topics for movie plots** gained interest by most respondents, with urban residents ranging from 59% (international jihadist terrorism) to 92% (regional disparities, living conditions in marginalized areas), and rural residents ranging from 58% (human rights and civil liberties) to 96% (youth problems and sexual exploitation of women and children). Rural respondents generally displayed greater interest in most social topics listed compared to urban respondents (particularly on women issues and youth problems). In **rural areas**, women displayed greater interest than men on women issues (15% more on women role in society, 9% more in violence against women), while men responded more often than women social topics such as human rights and civil liberties (26% more), international jihadist terrorism (15% more), and migrant and minorities issues (12% more). The level of education does not influence much the preferences for social topics for movie plots.

The question on the **ideal model of society as for relations between women and men** splits differently urban and rural respondents. Urban residents display more propensity towards gender equality compared to rural residents: 27% of urban respondents say women and men should have the same power and responsibility at work and in domestic tasks, against 19% of rural respondents. However, more urban residents are also in favor of women engaging more in family care (25% against 14% of rural respondents). Rural residents are more concentrated in the answer that women should be in job market but with a compatible commitment with family and domestic tasks (67%) compared to urban residents (48%). In **rural areas**, there is a gender-divide with female respondents aiming at an ideal society where women and men have the same power and responsibility at work and in domestic tasks (25%) more than male respondents (12%). There are 16% and 12%, respectively, of men and women looking at an ideal society with clear roles division, women engaging more in family care and men at work. The attitude towards gender equality is guided by an age-divide: Age 25- respondents are more open to equality (26%) compared to Age 25-44 (15%) and Age 45+ respondents (7%). On the contrary, Age+ respondents are more attached to traditional roles division (32%) compared to Age 25 – respondents (9%). The level of education significantly influences the attitude towards gender equality: high-educated respondents more attracted by gender equality (20%) compared to low-educated respondents (10%); in addition, 37% of low-educated respondents are in favor of a traditional roles division against 10% of high-educated respondents.

**Figure 12.** Jordan: ideal model of society in regards to gender relations in rural areas by level of education



The ideal model of society as for relations between women and men is more **valued** by urban respondents in: Middle Eastern movies (78%), national movies (76%), European movies (73%), American movies (68%), and Turkish movies (55%). For rural respondents, the hierarchy of productions valuing more their ideal model of society as for relations women-men is different: Middle Eastern movies (95%), national movies (91%), Turkish movies (71%), American movies (62%), and European movies (59%). American and European movies are thus taken as models more in urban areas compared to rural areas. In **rural areas**, male respondents consider European, American and Latin American movies more adherent to their model of society compared to female respondents. High-educated respondents consider foreign products adherent to their model of society more often than low-educated respondents: European movies (32% more), American movies (24% more), Turkish movies (19% more), and Indian movies (17% more).

In terms of **ideal society in regards to the presence of minorities**, urban respondents show slightly more openness to promotion of diversity (17%) compared to rural respondents (12%). Rejection of diversity is low for both urban (4%) and rural (1%) respondents. In **rural areas**, there is a gender balance in the respondents. Results are very similar also for age classes, only with limited higher proportion of Age 45+ respondents (4%) rejecting diversity compared to Age 25- (0%) and Age 25-44 (2%). High educated respondents have higher, thus limited, propensity towards promotion of diversity (12%) compared to low-educated respondents.

In terms of **movies reflecting the ideal model of society in regards to presence of minorities**, American and European movies are mentioned far more often in urban context (respectively 17% and 10% more than in rural areas). Turkish, Indian, Middle Eastern, Maghrebin movies are, on the other side, more adherent to the ideal model of society as for presence of minorities of rural respondents. In **rural areas**, there is a gender-divide on European, Latin American and American movies, with male respondents considering them more adherent to their ideal model of society compared to women (respectively 19%, 11% and 9% more than expressed by female respondents). A higher level of education increases





the adherence of European, Turkish and American movies among those reflecting the ideal society as for presence of minorities, respectively 27%, 24% and 21% more compared to what expressed by low-educated respondents.

#### d) Recommendations

- In order to tune actions aimed at increasing movie consumption in rural areas, attention should be given to the *practical/logistical barriers* mentioned by respondents as obstacles, in particular: long distance to reach cinema halls, lack of financial resources/ticket price, and cinema opening times.
- Given the high proportion of *cultural barriers*, particularly regarding stereotypes linked to going to the cinema, an information campaign tackling this negative perception could serve the purpose of changing the mind frame.
- According to the target groups of the envisaged actions, it shall be reminded that high-educated respondents raised more often than low-educated respondents those obstacles grouped into *offer barriers* (bad and poor quality).
- While a vast majority of respondents appreciated most of the listed initiatives, consideration could be given to promote initiatives aimed at facilitating access to movie consumption (opening, price, time, transport, etc.) and initiatives aimed at increasing movie literature (festivals, seminars, education, etc.), as those are the ones more demanded by rural respondents.
- In order to foster the promotional campaigns, consideration should be given to those factors influencing more the choice of movies among rural respondents; in particular: ads/trailers on radio and TV, word of mouth, opinions in social networks, ads/trailers on the Internet.
- In order to properly target the actions, consideration should be given to the gender-divide factor that emerged in the appreciated social topics for movie plots in rural areas, with women displaying greater interest than men on women issues, and men more interest than women on human rights and civil liberties.



### III. LEBANON

#### a) Media fruition habits

Across rural and urban areas TV is watched 1 to 2 hours per day by around half of the respondents, with urban TV audience (51%) being slightly higher compared to rural audience (44%). Overall, TV viewing behavior is not influenced by an urban/rural divide. Intense **Internet usage** rate (over 3-4 hours per day) is similar in both areas (urban 42%, rural 43%). Urban and rural residents use **social networks** similarly, with WhatsApp users being almost the totality of the respondents (99% urban and 96% rural). Facebook is also widely spread medium both in urban (90%) and in rural areas (87%). Twitter is the less popular social network, with users most commonly based in urban areas (24% compared 14% in rural areas).

In **rural areas** female **respondents** declare to watch television over 3-4 hours per day in 20% of the cases, against 7% of male respondents, while men spending over 4 hours per day on internet are significantly more than women (59% male, 26% female). The use of social network is less frequent among female respondents, with both men and women favoring FB and WA over other social networks. When it comes to the **age**, most of respondent of all class ages indicate they watch television about 1-2 hours per day (from 43% for Age 25-, to 48% Age 25-44). Age 45+ respondents show the highest percentage of viewers spending more than 4 hours per day in front of the television. **Internet usage** is higher among younger generations, particularly regarding Youtube and Instagram, while for other **social networks**, the age-divide does not affect the consumption. Media fruition habits differ depending on the **level of education**: low-educated respondents declare to watch television 3-4 hours per day (18%) more often than the high-educated ones (3%), while there is no significant difference between those watching television 1-2 hours per day (48% high education and 31% low education). Half of the high-educated respondents use internet over 4 hours per day (51%), while low-educated ones 14%. The use of social media is also more frequent among the high-educated respondents.

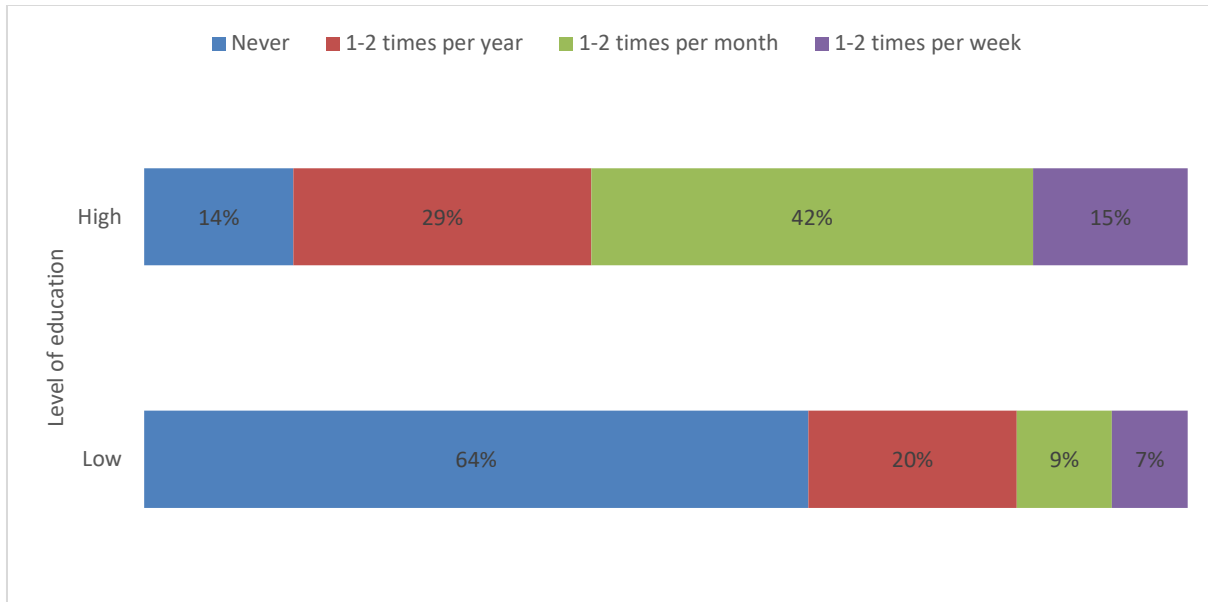
#### b) Film/TV serials consumption habits

There are no relevant differences between rural and urban residents in terms of movies consumption in cinema halls, neither when it comes to participation to film festivals. Watching movies at home is also an equally distributed habit in both areas.

In **rural areas**, the highest percentage of women and men declare to go the cinema 1-2 times per month (36% male respondents and 34% male respondents), while more men than women go to the cinema every week (19% to 7%). Participation to film festivals is also more frequent among men compared to women. Movies consumption at home is slightly higher for female respondents (43% watching movies 1-2 times per week) compared to male respondents (34%). The **age-divide** in rural areas affects the answers given by respondents with regards to viewing movies in cinemas: Age 25- respondents say they go to the cinema once or twice per month more often than the elder categories (48% in the case of Age 25-, 28% in the case of Age 25-44 and 14% for respondents Age 45+). Participation to film festivals is not a frequent habit for all age categories. **Movie consumption at home** is very similar among the category of those watching movies 1-2 times per weeks, while an everyday consumption is more an habit for Age 45+ respondents (35% Age 45+, 19% Age 25-44, 8% Age 25-). The **level of education** is a dividing factor: 42% of high-educated respondents go to cinema 1-2 times

per month, against 9% of low-educated respondents. The participation to film festivals also increases among high-educated respondents, though the majority of respondents indicate they do not go at all to film festivals. Daily **movies consumption at home** is higher for low-educated respondents (47%) compared to high-educated respondents (8%).

**Figure 13.** Lebanon: movie consumption in cinema halls by level of education in rural areas



The **obstacles limiting the vision of movies** are mainly linked to *time barriers* both in urban and rural areas. The majority of respondents indicate as main obstacles not enough time because of work (86% of urban residents and 84% of rural residents) and not enough time because of household chores (51% rural and 40% urban). Other obstacles, including practical/logistical barriers (price, distance, safety, time), *offer barriers* (bad, poor quality of available offer), *cultural barriers* (family prohibition, stereotypes on cinema) affect less and similarly in both area.

In **rural areas**, women and men indicate similarly time constraints as major obstacles limiting the vision of movies. However, the **gender-divide** proves to be effective in terms of *cultural barriers*, with women mentioning as obstacle *family prohibitions* (20%) more than men (3%). Respondents also differ in pointing out bad and poor quality of the offer, with men being more concerned than women about *offer barriers*.

The **age-divide** in rural areas is more substantial in three categories: *family prohibition* chosen by 18% or the Age 25-44 against 9% of the younger respondents and 10% of the older ones; *lack of financial resources/price* indicated more by Age 45+ (17%) and Age 25- (15%) compared to Age 25-44 (3%); and *cinema opening times/TV series schedules* identified as an obstacle by Age 45+ (17%) more than by the younger classes of respondents (7% by Age 25- and 3% by Age 25-44).

The **education level** in rural areas divides the answers given by respondents with regards to a number of factors, with low-educated respondents mentioning more often than high-educated respondents *time barriers* because of household chores, family prohibitions and *practical, logistical barriers* (long distances and problems linked to safety in reaching cinema), while the high-educated respondents indicating more often the bad quality of the offer.



Urban residents tend **to watch movies/series** when at home on internet, DVD, USB, etc. more than rural residents, while there are no variations in TV **subscriptions** between urban and rural areas. Gender-divide has a slight impact on the number of subscriptions (58% male, 48% female), as well as the age and education divide (high-educated 55% and low-educated 47%).

There are no substantial differences between urban and rural residents when it comes to **initiatives to encourage movies consumption**, apart from the fact that respondents from rural areas indicate the opening or reopening of cinema halls more often compared to the residents from the urban areas (52% against 31%).

In **rural areas**, men showed more interest than women in initiatives favoring an increase in the available options of movies consumption, including the *opening of cinema halls* (18% more than women), the availability of free downloads (13% more) and the presence in the community of a projector (13% more). Male respondents are also more interested in *initiatives increasing movie literature, such as cineforums, cinema festivals* and itinerant movie exhibitions. Women indicate to appreciate more than men the availability of transports to go to the cinema halls (12% more).

The **age** is a dividing factor in the rural areas, with the younger respondents being more interested in initiatives facilitating the access through cost reductions and the older respondents with a bigger interest in *initiatives to increase movie literature*, such as seminars or education in schools.

The **education level** also differentiates the respondents on their interest towards the proposed initiatives. High-educated respondents show more interest than low-educated respondents in a number of initiatives, including opening of cinema halls (28% more) and availability of free downloads (28% more). Conversely, low-educated respondents have greater interest on watching movies in different time slots during the day (15% more) and in transportations to reach cinema halls (17% more).

Respondents from urban areas declare to prefer amusement/entertainment movies more than rural respondents (36 and 24% respectively). In **rural areas**, there is not a great difference between men and women; however, women have chosen engaged/committed movies more than men (22% versus 16%). Age 25- respondents have more interest in amusement/entertainment movies (35%) compared to older generations (17% Age 25-44 and 7% Age 45+). Conversely, Age 45 + respondents declare to prefer a mix of engaged/committed movies (30%) more than other age classes (18% Age 25- and 14% Age 25-44 respondents). High-educated respondents prefer amusement/entertainment movies, while low-educated prefer a mix. The majority of respondents indicate they have no specific preferences.

Respondents from rural areas compared to urban respondents show greater interest for the following **genres of movies**: drama (85 against 70%), romantic (66 against 47%) and religion movies (42 against 31%). In **rural areas** women prefer more than men romantic movies (18% more), drama (12% more) and Indian movies (19% more), while men prefer more than woman action movies (33% more) and horror/thriller (39% more). Age 25- respondents have more interest in action and horror movies compared to older generations, while older respondents prefer documentary and religion movies more than the younger ones. Low-educated respondents are more into religion (29% more) and Indian movies (26% more, while high-educated respondents into action/adventure (15% more), and horror/thriller movies (24% more).



In terms of **country production**, the most popular movies are the American films/series. The rural respondents indicate a bigger interest for national movies, when compared to the urban ones. Women and men alike declare to appreciate national and American (USA) movies more than others; in addition, women appreciate Turkish movies more than men (12% more). American and national movies are usually the most popular choices by people from all ages, albeit Age 45+ people has a marked preference also for movies from Turkey (54%) and India (46%). Education does not affect the popularity of national movies, which is substantial regardless the level of education. The picture is more clear-cut on foreign movies. Low-educated respondents display a much higher preference for Turkish movies (34% more than high-educated respondents) and Indian movies (28% more than high-educated respondents). Conversely, high-educated people rank American movies as their top choice (88% compared to 36% of low-educated people).

The **factors influencing the choice** of movies are quite similar between urban and rural dwellers, the most widely mentioned being radio or TV advertisement (72% for both groups), advertisement on the Internet (73% for urban respondents, 67% for rural respondents) and word of mouth (72% for urban respondents compared to 78% of rural). The main differences are a greater influence of the presence of a specific actor or director for urban people (+13%), while rural dwellers are more influenced by the period of the year (+13%). In rural areas, men are mostly influenced by Internet ads (80% compared to 55% of women) and social media (71% against 37% of women). Word of mouth is also a major influence for both, but the more so for females (84% against 73%). The same applies when considering the age divide, with word of mouth being an important influence for all the groups. Young people, however, rely also on advertisement on the Internet (84%) and social networks (65%), while radio and TV advertisement is more relevant to people of Age 25-44 and Age 45+ (74% and 79% respectively). Education is a major dividing factor, high-educated people being more influenced than low-educated people by all means of advertisement, especially Internet (+35%), social media (+32%) and advertisement at cinema halls, art centers and so on (+40%). On the other hand, the period of the year is more relevant to respondents with lower education (60% against 41%).

A majority of rural respondents mentioned the following influencing factors: ads/trailers on radio and TV (85%), word of mouth and opinions in social networks (82%), ads/trailers on the Internet (68%), and presence of a specific actor/director (53%). In rural areas, men rely more than women on three factors: ads/trailers at cinema halls (24% more), newspapers articles (12% more), and reputation of film director (11% more). High-educated respondents rely more than low-educated ones on: opinions in social networks (29% more), ads/trailers on the Internet (18% more), word of mouth (13% more), newspapers articles (12% more), and presence of a specific actor/director (10% more); on the contrary, low-educated respondents rely more on ads/trailers on radio and TV (7% more).

### *c) Sensitivity to social issues, including gender equality*

A vast majority of respondents (75%) declares neutrality towards women **producers/directors of films/series**, without variation between urban and rural context. In **rural areas**, there is no noticeable difference based on gender, except for female audience being slightly keener of movies made by women (+5%). In addition, also age has no impact on this issue. Interestingly, people with a lower education are more polarized on this topic, with a higher percentage of responses supportive of women playing a role in the moviemaking industry (+11% than high-educated respondents), but also





of the opposite argument, namely that women should not do cinema (+14% than high-educated respondents).

The proposed **social topics for movie plots** gained interest by most respondents, with urban residents ranging from 53% (law enforcement authorities crackdown, censorship, repression of civil liberties) to 66% (youth problems), and rural residents ranging from 53% (human rights and civil liberties) to 76% (youth problems and violence against women). Rural respondents generally displayed greater interest in most social topics listed compared to urban respondents (particularly on the problems of the elderly and sexual exploitation of women and children). In **rural areas**, male show a higher interest in social topics than women in general and specifically on sexual exploitation of women and children and youth problems (82% of males against 70 % of females), the problems of elderly and disabled people (81% of male against 68%) and international jihadist terrorism (73% of male compared to 57% of females). When considering the effect of age on the saliency of social issues, the first observation is that the intensity of the preferences increases with age, being highest in the class Age 45+ in all categories. Moreover, other than several commonly shared concerns like youth, elderly, disabled people and gender violence and discrimination, Age 45+ respondents are also interested in regional disparities and living condition in marginalized areas (+22% compared to Age 25- and +17% compared to Age 25-44) and migrants reception and ethno-religious issues (+26% compared to Age 25- and +19% compared to Age 25-44). Education is deeply divisive on the topic of social issues: people with low education assign preeminence to disability (87% against 69%), violence against women (86% compared to 53%), sexual exploitation of women and children (86% against 55%). Conversely, high-educated respondents display an almost unanimous concern for youth problems (98% compared to 80%), human rights and civil liberties (96% against 64%) and migration and ethno-religious issues (89% against 76%).

The **ideal model of society as for relations between women and men** is almost identical between urban and rural areas, with most of respondents preferring a commitment compatible with family and domestic task for women, while men should invest more in work. A sizeable minority (34% of urban dwellers, 29% of rural ones) argues for full gender equality. In rural areas, oddly enough, more male respondents (35%) declare themselves committed to women equality than females (23%). In addition, age has a considerable impact, with younger people being more in favor of gender equality (37% of Age 25- respondents, 26% of Age 25-44 respondents and 16% of Age 45+ respondents). When education is accounted for, the differences become substantial: gender equality is mostly supported by high-educated people (35% against 7%), while low-educated respondents maintain the opposite view that women should care almost exclusively about family and household (36% against 5%).

The ideal model of society as for relations between women and men is **best represented** in national movies (78% in both urban and rural areas) and American movies (83% in urban areas, 76% in rural areas), while production from other countries are mostly disregarded. In rural areas, considering gender returns the same observation, except for a slightly higher preference of European movies by male audience (12%). The preeminence of national and American movies as a model of men/women relations in society holds true also when checking for age, even though Age 25- is also inclined towards Middle Eastern productions (52%). The education divide produces significant differences between the two groups: while both low and high educated respondents argue that national movies offer their ideal model of society in terms of gender relations (82% of high-educated respondents, 77% of low educated ones), the second best choices are considerably different. For people with lower education Turkish and



Indian productions are well liked (53% and 49% respectively), whereas high-educated respondents prefer American movies (85%).

In terms of **ideal society in regards to the presence of minorities**, rural respondents show slightly more openness to promotion of diversity (44%) compared to urban respondents (38%). A noticeable minority in both areas is openly opposed to diversity (11%). In **rural areas**, male respondents tend to be more open towards diversity than female (51% of men arguing for promotion of diversity against 38% of women). Younger age classes tend to be more supportive of diversity than older ones (50% of Age 25- respondents, compared to 43% of Age 25-44 and 33% of Age 45+). Considering education, high-educated respondents are more in favor of diversity promotion (49% against 27% of low-educated ones), while rejection of diversity is more frequent within people with a lower education (27% against 6%).

In terms of **movies** reflecting the **ideal model of society in regards to presence of minorities**, there is a general and common preference between urban and rural areas for national, American and European movies, with a more marked preference of urban audience for the latter two (10% for American movies, +11% for European movies), while rural respondents are more into Middle Eastern movies (8% more than urban dwellers). In **rural areas**, the preferences are quite similar among genders, with national movies offering the best model of society for men and women (77% and 74% respectively), American movies being the second best option (73% of male respondents, 63% of females). National movies are considered the best portrayal of model society regardless of age (73% of Age 25- respondents, 79% of Age 25-44, 77% of Age 45+), followed by American productions, albeit with decreasing intensity as the age increases (73% of Age 25- respondents, 66% of Age 25-44, 60% of Age 45+). Except for the common agreement on national movies, the preferences of high-educated and low-educated respondents are quite different. For people with a higher education the ideal model of society is best depicted in American, Middle Eastern and European movies (+41%, +13% and + 16% respectively), while low-educated respondents prefer Turkish and Indian movies (+20% and 26% respectively).

Turkish, Indian, Middle Eastern, Maghrebin movies are, on the other side, more adherent to the ideal model of society as for presence of minorities of rural respondents. In **rural areas**, there is a gender-divide on European, Latin American and American movies, with male respondents considering them more adherent to their ideal model of society compared to women (respectively 19%, 11% and 9% more than expressed by female respondents). A higher level of education increases the adherence of European, Turkish and American movies among those reflecting the ideal society as for presence of minorities, respectively 27%, 24% and 21% more compared to what expressed by low-educated respondents.

#### d) Recommendations

- In order to tackle the problem of family prohibitions indicated as one of the obstacles to movie consumption by many respondents, both in urban and rural areas, but in particular by female respondents in the rural areas, consideration should be given to promote educational campaigns to raise awareness on this issue and challenge gender stereotypes.
- In promotion of cinema events and education campaign, consideration should given to the great interest displayed by respondents towards social topics linked to women issues, such as violence against women and sexual exploitation of women and children.



- Given the interest of rural respondents towards the opening or reopening of cinema halls, consideration should be given to encourage initiatives aiming at increasing the offer in rural areas.
- The high percentage of rural respondents displaying an interest towards initiatives of education to cinema and screening movies in schools suggests promoting actions addressing this demand.
- Given the gap between high and low-educated respondents on movie consumption at cinema halls, actions directed to low-educated people should serve the purpose of increasing habits to going to the cinema.
- Despite word of mouth remains one of the most effective tool to influence the choice of movies/series in rural areas, advertisements on radio and television are second best channel to reach potential viewers. Therefore, it shall be considered when promoting new products.





## IV. MOROCCO

### a) Media fruition habits

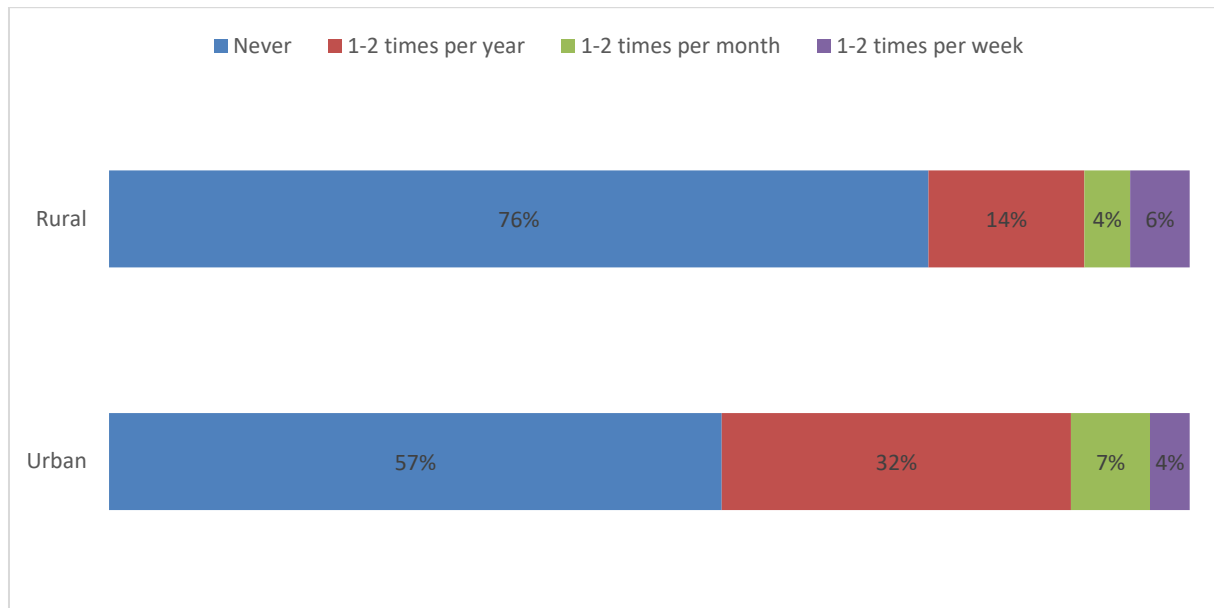
The most frequent average **TV consumption** ranges between 1 and 2 hours per day both in urban (34%) and rural areas (36%). Intense TV consumption (more than 4 hours per day) is higher in rural areas (24%) than in urban areas (12%). There is a marked difference in **Internet usage** between urban and rural areas: whereas intense Internet usage (more than 4 hours per day) is most frequent in urban areas (44%), in rural areas most of respondents declare that they never use Internet (31%). The usage of **social networks** is majoritarian in both urban and rural areas, albeit with marked differences between the two. The mostly used platforms are Facebook (88% in urban areas, 65% in rural areas), WhatsApp (87% in urban areas, 67% in rural areas) and Youtube (81% in urban areas, 60% in rural areas).

In **rural areas, male and female** TV consumption patterns show significant differences between the two groups. Intense TV consumption is higher for male users rather than females (37% and 10% respectively), but also no usage of TV altogether (12% for males, 2% for females). The majority of women has a TV consumption ranging between 1 and 2 hours per day (53%). Internet usage also varies with gender, especially regarding non-users, with 38% of women declaring that they never use Internet against 24% of males. Social media usage is slightly more frequent for males rather than females. The **age** does not have a significant effect on TV consumption, while it markedly affects Internet and Social Media usage. The majority of Age 45+ respondents declare that they never use Internet (67%), Facebook (83%) and WhatsApp (68%), whereas the usage of Facebook and WhatsApp is almost ubiquitous in the Age 25- class (93% for both social media). The **level of education** is also a dividing factor on media fruition habits: in the low-educated class, the majority of respondents declare that they watch TV more than 4 hours a day (34%) and never use Internet (45%), whereas almost all high-educated respondents declares a daily usage of Internet, most of them between 1 and 2 hours (33%). Social media usage is significantly more widespread among high-educated people.

### b) Film/TV serials consumption habits

Albeit the majority of respondents declare that they never **go to cinema** in both areas, the percentage of people who goes 1-2 times per years is almost twice in urban areas compared to rural (32% against 14%). The same holds true also for attendance to **film festivals**, with 28% urban respondents going 1-2 times per year against 14% of rural respondents. Daily consumption of **movies and tv series at home** is the most widespread, with little difference between urban and rural population (68% and 65% respectively).

**Figure 14. Morocco: movie consumption in cinema halls in urban and rural areas**



In **rural areas**, while the majority of both males and females never goes to cinema, there is a **gender divide** on the frequency of those who go, with males going 1-2 times per year being 18% against 10% of women and, significantly, males going on a weekly basis being 10% against only 1% of women. Attendance to film festivals is almost identical between men and women, while daily consumption of movies and series at home is higher for male respondents rather than female (73% and 58% respectively). The age divide has an impact on the frequency of going to cinema, with 21% of respondents of Age 25- going 1-2 times per year, while 81% of Age 25-44 and 95% of Age 45+ not going even once per year. Film festivals are almost exclusively attended by people of Age 25-, 25% of them going 1-2 times a year, while people of Age 25-44 and Age 45+ never attend (93% and 97% respectively). Daily consumption of movies/series at home is majoritarian in all age classes, with the highest frequency in the Age 25- (77%), while a significant percentage of Age 45+ respondents never watches them (23%). The level of education is dividing with respect of cinema and film festivals attendance: 32% of high-educated respondents go to cinema and film festivals 1-2 times per year against 5% of low-educated ones. Fruition of movies/series at home on a daily basis is almost equal for both, 65% of low-educated respondents and 67% of high-educated ones.

The **obstacles limiting the vision of movies** are grouped in four different types: *time barriers* (work, household chores, child cares), *practical, logistical barriers* (price, distance, safety, time), *offer barriers* (bad, poor quality), *cultural barriers* (family prohibition, stereotypes on cinema). No single barrier seems to affect the majority of urban dwellers, albeit the mostly quoted are: not enough time because of work (46%) and long distance to reach the cinema (45%). Rural population mentions long distance to cinema as the most frequent barrier (59%), followed by not enough time because of work (43%) and cinema opening times and TV series schedule (43%). The areas where **urban-rural** differences are most evident are long distance to reach the cinema (15% more for rural population) and cinema opening times/TV series schedule (17% more for rural population). *Practical/logistical barriers* appear to be an issue affecting both areas, albeit rural ones more severely.



In **rural areas**, the **gender-divide** has a significant effect on the obstacles limiting the vision of movies. While the main concern of male respondents is the long distance to the cinema (73% against 45% of women), female respondents are more affected by *time barriers*, in detail because of work (48% against 38 % of men) and household and child care (41% against 19% of men). The impact of *cultural barriers*, albeit limited, is mostly felt by women, which quote husband/family prohibition more often than men (14% against 4%) and stereotypes linked to going to cinema (20% of female respondents against 13% of males).

The **education level** in rural areas is strongly dividing in all categories, with high-educated respondents feeling more strongly the impacts of all the barriers limiting the vision of movies than low-educated respondents. The areas where the differences are most stark are those of personal safety in reaching the cinema (27% more for high-educated respondents), cinema opening times (23% more for high-educated respondents), poor quality of the offer (22% more for high-educated respondents) and long distance to the cinema (22% more for high educated respondents). *Cultural barriers*, while not being a major issue for any of the two classes, are mostly felt by high-educated people, 24% of them quoting stereotypes of going to cinema as an obstacle against 12% of low-educated ones.

The most widespread **medium** for film/TV serials consumption is the television, which is used by almost the totality of both urban and rural population (92% and 91% respectively). The urban-rural divide is more marked, however, in the use of Internet (52% of urban respondents against 30% of rural respondents) and other devices such as DVD, Bluray, USB and so on (66% of urban people against 28% of rural people). In rural areas, almost the totality of women declares to use the TV, while the percentage is slightly lower for males (97% against 88%). The difference in the use of Internet is only a 10% in favor of the males, while men use more frequently other devices (DVD, USB, etc....) than women (66% against 28%). Younger age usually implies a wider use of medium other than the television: 49% of Age 25- respondents uses also Internet (compared with 12% of Age 25-44 and 14% of Age 45+) and 61% uses other multimedia devices (compared with 46% of Age 25-44 and 23% of Age 45+). By the same account, use of Internet and other technologies is more frequent among people with a higher education.

Only a minority of respondents has some TV **subscriptions**, albeit with a noticeable difference between urban and rural dwellers (13% of the former has a subscription against 3% of the latter) and a slightly higher frequency among high-educated respondents.

The proposed **initiatives** are grouped in three main types: *initiatives to facilitate access to movie consumption* (opening, price, time, transport, etc.), *initiatives to increase movie literature* (cinema clubs, festivals, seminars, and education), and *initiatives to increase the quality of the offer* (greater offer).

A vast majority of respondents showed appreciation for all the initiatives. Rural respondents showed interest towards *initiatives aimed at facilitating access to movie consumption* more often than urban respondents, such as opening of video stores (16% more by rural respondents compared to urban respondents), transportation to reach cinema halls (15% more than urban respondents) and opening of cinema halls (9% more of urban respondents). On the other hand, urban respondents showed a higher appreciation for *initiatives aimed at increasing movie literature*, especially cineforums and cinema clubs (15% more than rural dwellers), seminars on history of the movie (10% more than rural respondents) and education to movies in the schools (9% more than rural dwellers).



In **rural areas**, male respondents showed more interest than females in all initiatives, with a particular focus on: availability of free downloads (31% more than women), opening of video stores (20% more than women), cineforums and cinema clubs (17% more than women) and seminars on the history of the movies (11% more than women). The **age** of respondents is a dividing factor, but only between Age 45+ respondents and the other two classes. While people belonging to the two younger cohorts show a marked interest in all of the initiatives proposed, the respondents of Age 45+ express a lower support compared with the average of the other two classes, ranging from 16% less for the opening of cinema halls to 44% less for availability of free or discounted downloads from the web. With regards of the **education level**, albeit all the initiatives are decidedly supported by both categories, high-educated respondents are more interested in general, and in particular on cineforums (32% more than low-educated respondents), free or discounted downloads from the web (31% more than low-educated respondents) and opening of video stores and video libraries within local institutions (28% and 27% more respectively).

Preference of urban respondents is slightly skewed towards amusement and entertainment for urban respondents (17% against 10% of rural respondents), albeit more than 70% in both categories does not express a specific preference. The same applies in rural areas when considering gender, while **age** shows a marked increase of preferences in amusement and entertainment for the Age 25- respondents (21% against 3% of Age 25-44 and 0% of Age 45+). Higher **education** translates into more specific preferences: the percentage of respondents expressing no preference drops from 84% for low educated to 65% for high educated, for whose amusement and entertainment is the favorite kind of movie/series (20%).

The preferences about the **genre of movie** are similar between urban and rural population, with a slight leaning of urban respondents towards action movies (84% against 72% of rural respondents) and documentaries (81% against 70%), while rural dwellers prefer Indian movies (19% more than their urban counterparts). In rural areas there are marked differences based on **gender**: men prefer horror movies (37% more than women), action movies (32% more than women) and Indian movies (29% more than women), while female respondents are more keen on romantic movies (31% more than males) and children/family movies (25% more than males). Considering **age**, with the exception of comedy, which is well liked by most of the respondents, each class has its own peculiarity in comparison with the others: Age 25- prefers mostly action/adventure (87%) and romantic movies (78%), Age 25-44 children-family (85%), Age 45+ religious movies (91%). The level of **education** affects movie preferences as follows: low-educated respondents prefer children/family and religious movies (12% more for both of them), while high-educated respondents prefer horror/thriller (20% more) and action/adventure (19% more).

In terms of **country production**, American movies are well appreciated in both urban and rural areas (85% and 66% respectively), together with national productions (71% in urban areas, 87% in rural ones) and Middle Eastern movies (66% in urban areas, 62% in rural ones). European movies are more appreciated by urban audience (35% more than rural respondents), while the opposite applies to Indian movies (13% more of rural respondents than urban ones). In rural areas, even though national movies are well liked by both men and women, females have an almost unanimous preference for them (94% against 81% of males). Women tend to like more than men productions from Turkey and Maghreb (+16% and +14%), men are more into Latin American, American and Indian movies than



women (31%, +18% and +18% respectively). Considering age, the preferences of the youngest class tend to be more intense on all countries of production in general. The highest differences are recorded on American movies (88% of Age 25- respondents against 54% of Age 25-44 and 35% of Age 45+) and Indian movies (55% of Age 25- compared to 37% of Age 25-44 and 25% of Age 45+). Respondents with a higher education show a significantly higher preference for American and European movies (28% and 40% of low-educated people).

The **factors influencing the choice** with the highest impact, which is similar for both urban and rural respondents, are word of mouth (90% for urban, 85% for rural) and radio or TV advertisement (80% for urban, 77% for rural). The main differences between urban and rural respondents are the higher influence for urban dwellers of newspaper articles (23% more) and advertisement on Internet (21% more). In rural areas, the main **gender-based** differences in terms of influencing factors are the highest impact of advertisement at cinemas, art centers and similar for men (11% more than women), while women are more influenced by newspaper articles than men (12% more), though it must be noted that both are among the least impacting in rural areas. Word of mouth being the most common influence for all **age** classes, they differentiate as follows: Age 25- relies extensively on radio and TV advertisements (89%), opinions on social networks (89%) and Internet trailers and advertisements (82%); respondents of Age 25-44 are mostly influenced by radio and TV advertisement (69%) and presence of a specific actor or director (63%); respondents of Age 45+ also rely on radio and TV ads (63%). Higher **education** is linked with higher influence from Internet (41% more than low-educated respondents), opinions on social media (32% more than low-educated respondents), newspaper articles (22% more than low-educated respondents) and presence of a specific actor or director (21% more than low-educated respondents). People with a low education declare to be less influenced by all media in general.

### c) Sensitivity to social issues, including gender equality

The **attitude towards women producers/directors of films/series** is massively neutral both in urban and rural areas, albeit in the rural areas there are more respondents which either think that women should not do cinema because it's not their job (3% more than urban respondents) or that women should pursue their struggle for gender equality also in the filmmaking industry (+8% compared to urban areas). In rural areas **gender** is a major dividing factor: while the majority of respondents of both sexes are neutral towards the role of women in the filmmaking industry, the percentage of female respondents arguing for a more active role of women in the business is much higher than males (+17,6%), while there are more male respondents which think that women shouldn't do cinema (+13,5% compared to females). Considering **age**, while the support for the role of women in the cinema is fairly similar for all classes (21% for Age 25-, 13% for Age 25-44, 18% for Age 45+), the older respondents are more reluctant towards women doing cinema (19% for Age 45+, against 2,7% of Age 25- and 5% of Age 25-44). Education also has a significant impact on the perception of gender issues: high-educated respondents are in general more supportive of the role of women in the cinema (20% more of low-educated ones), while there is a higher percentage of low-educated respondents which argue against it (11% against 0% of high-educated respondents).

Of the proposed **social topics for movie plots**, the ones that garnered the highest support are those tied to gender and youth issues: women role in society and discrimination in the family or workplace





(80% in urban areas, 71% in rural), sexual exploitation of women and children (80% in urban areas, 71% in rural), violence against women (77% in urban areas, 72 % in rural) and youth problems (71% in both areas). In rural areas, the **gender** of respondents influences the choice of topics and social issues: women are more interested in gender issues like discrimination against women (15% more than males), violence against women (+16% compared to males) and sexual exploitation of women and children (17% more than males). On the other hand, male respondents express a higher interest for topics like regional disparities and living conditions in marginalized areas (26% more than women) and migration and ethnic/religious issues (+18% compared to women). **Age** is another dividing factor, especially between Age 45+ and the other two classes, since the oldest respondents express a lower interest on every of the social issues compared to younger respondents (36% for Age 45+ against 61% for the other two groups). Perhaps unsurprisingly, younger people are more interested in youth problems (84% of Age 25- respondents against 75% of Age 25-44), but also on political issues such as international jihadist terrorism (30% more than Age 25-44 respondents) and law enforcement abuse, censorship and repression of civil liberties (12% more than Age 25-44). Middle-aged respondents are more supportive of issues such as regional disparities and marginalization (24% more than Age 25-) and problems of elderly and disabled people (+18% and +20% than Age 25- respectively). Considering **education**, respondents with a lower education are less interested on social issues on average (49% against 67% of high-educated respondents). The highest differences are recorded on the topics of youth problems (high-educated people expressing 33% more preferences than low-educated ones), regional disparities and marginalization (26% more than low-educated respondents) and civil liberties (21% more than low-educated respondents).

On the topic of the **ideal model society as for relations between women and men** there is a significant divide between urban and rural areas, with urban respondents more inclined towards women and men having the same power, responsibility, working conditions and share of domestic tasks (64% of urban respondents against 43% of rural respondents). In rural areas women are more supportive of their equality compared to men (11,6% more than males), while a third of male respondents argues that women should engage more in family care and children education, instead of work, politics and power/exercise of authority (33% of male respondents against 18% of females).

Gender equality is mostly favored by people of low and middle age (53% of Age 25- respondents and 46% of Age 25-44 respondents), while 56% of people aged 45 years or more believe that women should engage in family care and children education, while men should work or engage in politics. High-educated people consistently support gender (65% of respondents), while the percentage drops to 38% for people with a low-education and 38% of them holds a more traditional view in terms of roles division.

Urban dwellers believe that their ideal model of society as for relations between men and women is best depicted in movies produced in the United States (82%), Europe (65%), Turkey (57%) and the Middle East (50%), while rural respondents' preferences rank first national productions (60%), followed by American movies (45%), Middle Eastern Movies (43%) and Turkish movies (42%). Interestingly, 45% of urban respondents maintain that national movies *do not represent at all* their ideal society in terms of gender roles. In rural areas, there is a marked difference between **genders**: men believe that national productions offer the model of society closest to their preferences (78% for men, 40% for women), while women are more inclined towards American productions (47% for



women, 39% for men). By looking at **age**, the youngest class shows a marked preference towards American movies (72%), followed by national (66%) and Turkish (57%) productions. The other two classes are quite similar, with national movies eliciting the highest support (57% of Age 25-44 respondents and 51% of Age 45+ respondents), followed by Middle Eastern movies (52% of Age 25-44 respondents and 37% of Age 45 respondents). Considering **education**, both respondents have a similarly high preference for national movies (60% for low-educated, 59% for high-educated), albeit people with a higher education exhibit a higher preference for American movies (67% against 34% of low-educated) and European movies (47% versus 9% of respondents with lower education).

In terms of **ideal society in regards to the presence of minorities**, both urban and rural dwellers are majorly in favor of the promotion of diversity, even though in urban areas the consensus is almost unanimous (92%), while respondents from rural areas have a more nuanced view, 58% of them being in favor of promotion of diversity and 32% arguing for conditioned openness. In rural areas there are no significant difference on the basis of gender and age, while a higher education translates into a stronger support for diversity promotion (14% more compared to low educated respondents).

In terms of **movies reflecting the ideal model of society in regards to presence of minorities**, even though American movies rank first in the preferences of both urban and rural areas, those of the residents of urban areas are far more intense (34% more). European movies are the second best for urban dwellers, while they are not liked as much by rural dwellers (64% against 19%), which prefer Turkish and Middle Eastern productions (34% and 33% respectively). Both urban and rural respondents, however, share the view that national movies *do not represent at all* their ideal society concerning minorities (61% for urban respondents, 57% for rural ones). In terms of **gender** differences in **rural** areas, men are keener towards American movies (16% more than women) and Indian movies (24% more than women, while female respondents believe that the ideal society as for minorities is best portrayed in Middle Eastern films (10% more than men). Both men and women share the same dislike for national productions (58% and 48% respectively). Observing **age**, the oldest class doesn't offer a detailed picture of their own preferences, declaring they don't know which country of production reflects their model society in terms of minorities 85% of times on average. Age 25-respondents show a marked preference for American productions than Age 25-44 (+46%), while both agree that national productions fail to portray their ideal society (61% of Age 25- respondents, 57% of Age 25-44 respondents). Education is quite divisive: respondents of low education express milder preferences in general, declaring that they don't now which country productions offer the best portrayal of their ideals 76% of times on average. High-educated respondents rank first American movies with 54% of preferences. Both classes are equally dissatisfied by the attempt of national movies to depict their ideas on minorities (53% for both).

#### d) Recommendations

- Given that the majority of both males and females never goes to cinema, all initiatives aimed at promoting movies consumption should be encouraged and particularly, in the rural areas, initiatives aimed at facilitating access to movie consumption, such as opening of video stores, transportation to reach cinema halls and opening of cinema halls.



- The relatively high number of respondents advocating for a traditional ideal model of society as for relations between women and men, particularly in rural areas, should be taken into account when targeting actions on gender equality.
- Given the great interest of female rural respondents regarding gender topics in movies, such as women role in society, violence against women, and sexual exploitation of women and children, consideration should be given to promote movies in rural areas tackling these social issues.
- The high percentage of young Age 25- respondents in rural areas mentioning long distance to reach cinema halls as main obstacle limiting visions of movies suggests that actions directed to facilitate transportation would encounter the demand of young people.
- The level of interest towards the proposed initiatives is exceptionally high among all respondents, including in rural areas and among low-educated respondents. It is therefore recommended to implement actions responding to this demand.
- While there is a general neutral attitude towards women producers and directors both in urban and rural areas, consideration should be given to stronger encourage a more active role of women in the business, as indicated by the female respondents in the rural areas.





## V. PALESTINE

### a) Media fruition habits

A slight majority of respondents have a **TV consumption** ranging from 1 to 2 hours per day, 37% in urban and 32% in rural areas. The proportion of intense TV consumption (over 3-4 hours per day) is a little higher in urban areas (36%) compared to rural areas (32%). Almost a third of the respondents show a sporadic TV consumption: 27% of residents in urban areas and 36% of residents in rural areas watch television twice a week or less. The percentage of respondents with intense **Internet usage** (over 3-4 hours per day) is higher in rural areas (60%) compared to urban areas (53%). On the other hand, the percentage of responders that never use the Internet is higher in rural areas (15% versus 10%). **Social networks** are widespread in the country, with limited difference between urban and rural areas; Facebook, YouTube and WhatsApp are the most used social media both in urban (FB 85%, YT 64% and WA 69% users), and rural areas (FB 82%, YT 69% and WA 65%).

In **rural areas**, Internet consumptions are overall similar for **male and female respondents**: 58% of male respondents and 63% of female respondents are strong Internet users (3-4 hours per day or more). In **rural areas**, TV consumption rates show a noticeable gender divide, being female residents stronger TV consumers (3-4 hours per day or more: 43% of female respondents vs 23% of male respondents). There is not any significant gender-divide in social media usage. The **age** slightly affects TV consumption habits, with 29% of Age 25- respondents spending over 3-4 hour per day watching TV, against 40% of age 25-44, and 32% of age 45+. Age strongly impinges upon internet usage, with 79% of Age 25- respondents spending over 3-4 hours per day on Internet, against 56% of Age 25-44, and 24% of Age 45+. **Social networks** usage is also higher among younger generations, with respondents of age 45+ showing an engagement in SN much lower than the other two age categories. The **level of education** is a strong dividing factor on media fruition habits: 40% of low-educated respondents declared to watch TV over 3-4 hours per day, against 29% of high-educated respondents; conversely, 70% of high-educated respondents spend more than 3-4 hours per day on Internet, against 37% of low-educated respondents. The use of social media is also by far more frequent among the high-educated respondents, with rates of engagement doubling those of less-educated respondents for almost all the Social Networks in the panel (and tripling for Twitter).

### b) Film/TV serials consumption habits

Broad majority of respondents never go to the cinema (72% in urban areas and 69%); on the other side, surprisingly, rural respondents percentage of strong cinemagoers is higher: 20%, against 14% in urban areas. Participation to film festivals is also very low: 83% of urban area respondents and 88% of rural area respondents never go to those events. Just 4% and 3% of respondents, respectively, declare to participate to film festival 1-2 times per month. **Movie consumption at home** is almost equal for urban (72% more than 1-2 times per week) and rural respondents (68%).

In **rural areas**, there is not a sizeable **gender-divide** on the frequency of cinema visits, with 22% of male respondents going more than 1-2 times per month against 18% of female respondents. Participation to film festivals is also very low, and similar for both genders. Movies consumption at home is slightly higher for female respondents (72% watching movies more than 1-2 times per week) compared to male respondents (63%). **Age** of respondents differentiates widely the frequency of viewing movies in cinemas, with 28% of age 25- going to cinema 1-2 times per month or more, against 18% of age 25-45,



and 4% of age 45+. On the other hand, Age does not seem to affect movie consumption on domestic media. The **level of education** is also a dividing factor: 25% of high-educated respondents going to cinema more than 1-2 times per month, against 8% of low-educated respondents. In addition, the participation to film festivals slightly increases among high-educated respondents. **Movies consumption at home**, though very high for all respondents, is a little higher for high-educated respondents (68% over 1-2 times per week) compared to low-educated respondents (66%).

With regard to **obstacles limiting the vision of movies**, a majority of respondents residing in urban areas mention as obstacles *not enough time because of work* (59%) and *not enough time for household chores* (42%). A majority of rural respondents mention as obstacles: *not enough time because of work* (54%), and *not enough time because of household chores* (40%). The otherwise not sizeable **urban-rural divide** is somehow relevant for two of the obstacles: *poor quality of the offer* (9% more within rural respondents), and *cinema opening times* (9% more within rural respondents). *Cultural barriers* do not seem to be an impeding matter: stereotypes linked to going to the cinema are mentioned as obstacles by 14% of urban respondents and 18% of rural respondents, and family prohibitions are cited by 24% of urban residents and 19% of rural ones.

In **rural areas**, the **gender-divide** among respondents on the obstacles limiting the vision of movies is sizeable; between the issues cited as an obstacle by a prevalence of women, the more relevant are *not enough time for household chores* (40% more than men), *problems linked to personal safety* (12% more than men), and *obstacles grouped as cultural barriers* (husband/family prohibition, 18% more than men and stereotypes linked to going to the cinema, 7% more than men). Male respondents are more concerned of the *limited time because of work*, 27% more than women.

**Age** of respondents slightly differentiates respondents on the limiting issues: elder respondents are less concerned of the *limited time because of work* than age 25-44 (46% for age 45+, 67% for age 25-44, 42% for age 25-), and of quality issues, bad quality and poor quality (respectively, 22% and 24% for age 45+, 36% and 44% for age 25-44, 30% and 35% for age 25-). Elder respondents are less attentive to distance issue: 15% for age 45+, 36% for age 25-44, 21% for age 25-. Young people are less concerned about *family prohibition* (13% for age 25-, 26% for 25-44, 24% for 45+).

The **education level** in rural areas divides the answers given by respondents with regards to *distance barrier*, with high-educated respondents mentioning this issue 10% more than low-educated respondents. Another obstacle mentioned more by high-educated respondents is the *opening time/series schedule point* (16% more than low-educated respondents). Husband-family prohibitions persist, with a higher percentage among low-educated respondents compared to high-educated ones (26% versus 17%).

The proportion of respondents with some TV **subscriptions** is 39% between urban respondents, and 25% between rural respondents. The level of education has a slight impact on the number of subscriptions: 28% of high-educated respondents has a TV subscription, against 19% of low-educated respondents. On the other hand, 80% of high-educated people use Internet to watch TV series, against 39% of low-educated people.

The proposed **initiatives** are grouped in three main types: *initiatives to facilitate access to movie consumption* (opening, price, time, transport, etc.), *initiatives to increase movie literature* (cinema clubs, festivals, seminars, and education), and *initiatives to increase the quality of the offer* (greater



offer). Generally speaking, just the minority of respondents showed appreciation for the initiatives. Between urban respondents, the only initiatives to be held in regard by a majority are: *initiatives aimed to bring a greater offer of movies and TV shows on TV* (63%, against 52% of rural responders; by the way, this is the only initiative to be appreciated by a majority of rural responders), and *cinema education courses in the schools* (50%, against 41% of rural responders). Rural respondents showed interest towards *initiatives aimed to create cinema festivals* (43%, 10 points more than urban responders).

In **rural areas**, men show more interest than women in three initiatives: *regular screening of movies in private premises* (13% more than women), availability of *free or discounted downloads* from the web (15% more than women), and *providing local communities with a projector* (14% more than women). The **age** of respondents is a major dividing factor: respondents of age 25- are much more interested in almost all the proposed initiatives, and respondents of age 45+ are much less interested than the other age classes. In particular, respondents of age 25- are interested in *free or discounted downloads* (+16% than 25-44 age responders, and +33% than 45+ age responders), *cinema festivals* (+9% than 25-44 age responders, and +37% than 45+ age responders), and *reduced prices for cinema halls* (+12% than 25-44 age responders, and +30% than 45+ age responders).

The **education level** greatly differentiates the respondents on their interest towards the proposed initiatives. High-educated respondents show from 40% to 20% more interest towards every single initiative. Larger interest gaps between high and low educated responders are observed in the following initiatives: *education to cinema in the schools* (41% more), *opening or reopening of cinema halls* (36% more), *providing local communities with a projector* (32% more), and *greater offer of movies or TV series on television* (32% more).

There is not a significant divide in **movie preferences** between urban and rural residents; both of them mention *amusement/entertainment* movies as the favourite ones (respectively 34% and 35%). There is just a little difference between urban and rural responders with regard to *engaged/ committed to a cause and Amusement/Entertainment mix*, urban responders mentioning this category more often (+5%). In rural areas, male respondents mention more often *amusement/ entertainment* movies (+18%), while female respondents do not mention any movie category more than male ones. With regard to the **age**, respondents with age 25- show a preference towards *amusement/ entertainment* movies (20% more than age 25-44, and 23% more than age 45+).

Both in rural and in urban areas the **favourite genres** are *comedy* (respectively 70% and 76%), *drama* (73% and 67%), and *religion movies* (65% and 62%). Rural respondents show more interest than urban ones towards *documentaries* (+10%), *horror movies* (+13%), and *action* (+8%). Urban responders mention more often *drama movies* (+6%).

In **rural areas**, both male and female residents show greater interest for *comedy* movies (74% and 78%). Male responders mention *action movies* (63%), and *drama movies* (58%). On the other hand, female responders indicate as their favourite genre *drama* (76%) and *religion movies* (67%). There is a great gap between men and women about three genres of movies: male residents mention more often *horror movies* (+22%), and female respondents mention rather *children family movies* (+24%), and *drama movies* (+18%).



Age 25- respondents have more interest in *action* and *horror* movies compared to older generations, and less interest in *romantic* and *religion* movies. High-educated respondents are more into all movie genres, with a peak of +28%, with regard to both *action* and *horror* movies. The only genre toward which low-educated people show a little more interest than high educated ones is *religion movies* (+2%).

In terms of **country production**, the hierarchy of appreciation of respondents is: *Turkish* movies, *Middle Eastern* movies, *national* movies and *American* movies. The urban-rural divide influences the preferences of country productions: Asian movies (other than Indian and Middle-eastern) are more appreciated in urban areas (5% more). On the other hand, *American* movies (10% more), Latin American movies (9% more), movies from Maghreb (6% more), and European movies (6% more), are more appreciated by respondents from rural areas.

In **rural areas**, gender does not seem a huge factor of preference divide. Women appreciate more than men Indian movies (8% more), and movies from Maghreb (7% more), while men appreciate more than women American movies (14% more), and European movies (11% more). The survey about level of education shows that high-educated respondents have higher interest compared to low-educated respondents in European movies (25% more), American movies (16% more), and Indian movies (13% more). **Age** is an important factor of preference divide: compared to elder respondents, younger people (Age 25-) display higher interest towards in *American movies* (37% more), *Turkish* movies (27 % more), and *Latin American* movies (27% more). On the other hand, elder respondents express more interest towards movies from *Palestine* itself (17% more). Data connected with education level show that high-educated respondents, compared to low-educated respondents, have higher interest movies from all the Countries in the panel, especially in movies from America (25% more), from Latin America (24% more), from Europe (22% more), and from Turkey (19% more).

The **factors influencing the choice** of movies, for the majority of urban respondents, include: the *period of the year* (71%), *opinion and rumors from social web* (55%), *word of mouth* (54%), *ads/trailers on radio and TV* (52%), and *presence of a specific actor or director* (51%). A majority of rural respondents mention the following influencing factors: *period of the year* (73%), *ads/trailers on radio and TV* (61%, 14% more than urban responders), *word of mouth* (61%), *presence of a specific actor or director* (57%), *ads on the Internet* (56%), and *opinion and rumors from social web* (54%).

In rural areas, men rely more than women on ads/trailers on the internet (7% more), while women trust more on word of mouth (12% more), ads on radio/TV (10% more), and ads at cinema halls (7% more). Younger people (age 25-) from rural area rely more than elder classes of age on opinions on Social Networks, ads on the Internet, and presence of a specific actor or director. High-educated respondents count more than low-educated ones on: ads/trailers on the Internet (30% more), opinions in social networks (24% more), ads on cinema halls (19% more), presence of a specific actor/director (15% more), and newspapers articles (15% more). Low-educated respondents do not rely on any medium for choosing movies more than high-educated ones.

### c) Sensitivity to social issues, including gender equality

A vast majority of respondents has a neutral or positive **attitude towards women producers/directors** of movies. Urban respondents differ from rural respondents either for a higher proportion of people being gender-blind about the movie director (66% against 63% of rural residents); on the other side,





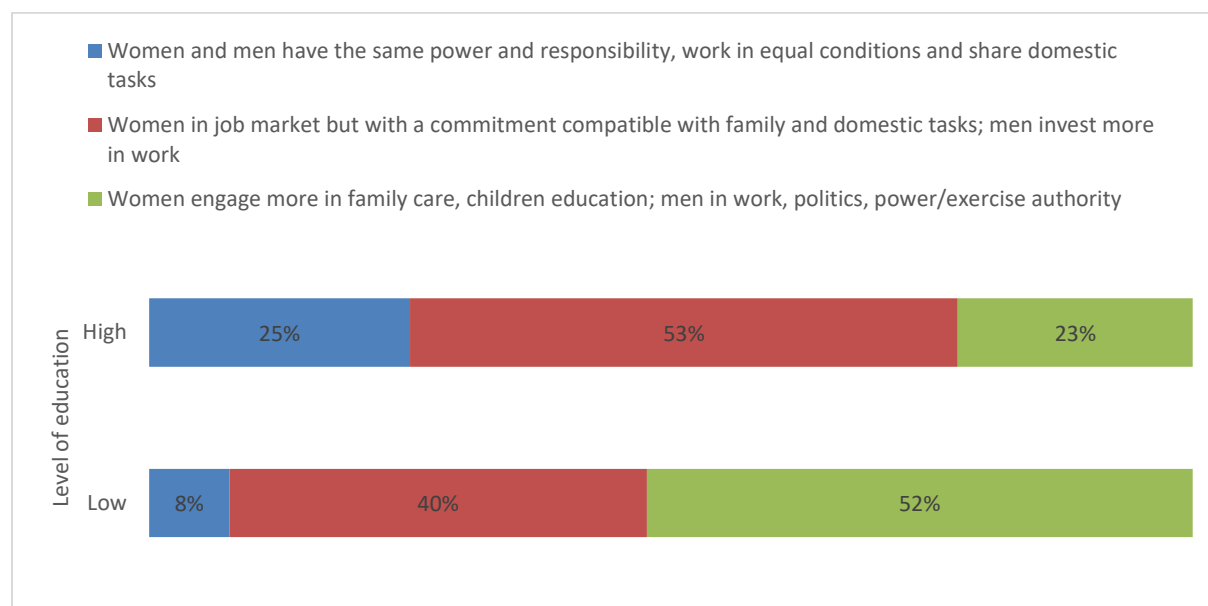
respondents from rural areas show a higher proportion of people both claiming the right of women of establishing as movie director (4% more), and of people affirming that women should not do cinema because it is not their job (2% more). In **rural areas**, there is a slight gender gap among respondents: more men than women think that women should not do cinema because it is not their job (18% versus 11% of women); on the contrary, more women than men think that female directors should establish themselves in filmmaking (18% versus 11%). An **age-divide** shows that Age 25- respondents are more open towards women producers/directors compared to older generations: the percentage of respondents asserting that women should not do cinema is 10% for Age -25, 18% for Age 25-44, 20% for Age 45+ respondents; on the other side, younger respondents have slightly higher percentage in both liking and do not liking movies made by female directors. The **level of education** influences the reluctance towards women doing cinema, with 20% of low-educated respondents saying that women should not do cinema, against 13% of high-educated respondents.

The proposed **social topics for movie plots** gained interest by most respondents; interest of urban residents for social topics ranges from 76% (regional disparities, and youth problems) to 51% (migrants reception); *repression of civil liberties* and *international jihadist terrorism* are the topics that raised less interest between urban respondents (both 43%). Interests expressed by rural residents range from 80% (youth problems) to 51% (repression of civil liberties). Rural respondents generally displayed greater interest in most of the topics listed, compared to urban respondents (particularly on elderly problems, migrants reception and international jihadist terrorism). Urban responders revealed higher interest only in *regional disparities topic*. In **rural areas**, women displayed greater interest than men on women issues (30% more on women role in society, 24% more in violence against women), while men responded more often than women social topics such as human rights and civil liberties (17% more), and youth problems (9% more). With regard of **age**, elder respondents show less interest towards movies about *violence against women*, and towards movies about *international terrorism*. The level of education influence the preferences for social topics for movie plots: high-educated responders are more interested in all the topics on the panel, particularly in violence against women (24% more), women role in society (22% more), sexual exploitation of women and children (20% more), and international jihadist terrorism (16% more).

The question on the **ideal model of society as for relations between women and men** does not splits urban and rural respondents. Urban residents display more propensity towards gender equality compared to rural residents: 18% of urban respondents say that women and men should have the same power and responsibility at work and in domestic tasks, against 20% of rural respondents. 32% of urban residents are also in favor of women engaging more in family care (against 31% of rural respondents). Urban and rural residents are equally concentrated in the answer that women should be in job market but with a compatible commitment with family and domestic tasks: 50% compared to 49%. In **rural areas**, there is a gender-divide, with the majority of female respondents aiming at an ideal society where women should participate in job market compatibly with family task (54%), more than male respondents (44%). On the other hand, there are 38% and 24%, respectively, of men and women looking at an ideal society with clear roles division, women engaging more in family care and men at work. The attitude towards gender equality is guided by an age-divide: Age 25- respondents are more open to equality (24%) compared to Age 25-44 (16%) and Age 45+ respondents (15%). On the contrary, Age 45+ (39%) and Age 25-44 respondents (38%) are more attached to traditional roles division compared to Age 25- respondents (24%). The level of education significantly influences the

attitude towards gender equality: high-educated respondents more attracted by gender equality (25%) compared to low-educated respondents (8%); in addition, 52% of low-educated respondents are in favor of a *traditional roles division*, against 23% of high-educated respondents.

**Figure 15.** *Palestine: ideal model of society in regards to gender relations in rural areas by level of education*



The ideal model of society as for relations between women and men is more **valued** by urban respondents in: national movies (66%) Middle Eastern movies (63%), Turkish movies (62%), and Indian movies (48%). For rural respondents, the hierarchy of productions valuing more their ideal model of society as for relations women-men is different: Turkish movies (68%), national movies (62%), Middle Eastern movies (61%), and Indian movies (46%). American and European movies are taken as models by approximately one third of responders, both in urban and in rural areas. In **rural areas**, female respondents consider national and Middle Eastern movies more adherent to their ideal model of society, compared to male respondents. Elder respondents tend to consider *national movies* more adherent to their model of society. Movies from Western Countries (USA, Europe and Latin America) are viewed as a model by a minority of respondents of all ages, but with much lesser percentages between elder respondents. High-educated respondents consider foreign products adherent to their model of society more often than low-educated respondents: Latin American movies (31% more), American movies (28% more), European movies (23% more), Turkish movies (19% more), and Maghreb movies (16% more); low-educated responders consider national movies more coherent with their vision of society (17% more).

In terms of **ideal society in regards to the presence of minorities**, rural respondents show slightly more openness to promotion of diversity (25%) compared to urban respondents (19%). Rejection of diversity concerns a minority of both urban (15%) and rural (16%) respondents. In **rural areas**, there is a gender divide in the respondents, male respondents being more open to diversity (31% versus 19%), and female responders showing more conditioned openness to diversity (66% versus 53%). Results for age classes reveal a fair divide, with higher proportion of Age 25 to 44 and Age 45+ respondents (19% and 20%) rejecting diversity compared to Age 25- (12%), and with a larger share of Age 25- respondents revealing openness to diversity (30%, versus 23% of Age 25-44, and 17% of Age 45+). High educated





respondents have higher, thus limited, propensity towards promotion of diversity (12%) compared to low-educated respondents.

In terms of **movies** reflecting the **ideal model of society in regards to presence of minorities**, Latin American, European, and American movies are mentioned more often in urban context (respectively 13%, 9% and 8% more than in rural areas). Other Asian movies and movies from Maghreb are, on the other side, more adherent to the ideal model of society as for presence of minorities of rural respondents (respectively 11% more, and 7% more). In **rural areas**, data show a gender-divide with regard Middle Eastern and Turkish movies, with female respondents considering them more adherent to their ideal model of society compared to men (respectively 12% and 6% more than expressed by female respondents). Responders with age 25- and 25-44 have a propensity to consider movies from Western Countries a model, much more than Age 45+ respondents. A higher level of education increases the adherence of Latin American (23% more), American (20% more), Turkish (18% more) and European (17% more) movies among those reflecting the ideal society as for presence of minorities, compared to what expressed by low-educated respondents.

#### d) Recommendations

- In order to meet the most favourable initiatives mentioned by rural respondents, consideration should be given to address those aiming at increasing movie literature, such as cinema festivals, itinerant movie exhibitions, seminars on the history of movies, and education to cinema in schools.
- Given the persistence of obstacles limiting the female movie consumption in the rural areas such as problems linked to personal safety and obstacles grouped as *cultural barriers*, consideration could be given to take initiatives aimed at removing those constraints.
- The distinctive stereotype that women should not do cinema because it is not their job is widespread and should be counter by an opposite narrative favouring the inclusion of women in movie business.
- Law enforcement authorities' crackdown, censorship, repression of civil liberties are social topics of great interest for movie plots in Palestine, hence any actions considering promotion of movies on social issues should consider this demand.
- Personal safety in reaching screening facilities in rural areas, as well as screening movies in different time slots during the day, should be tackled in order to increase the attendance of women to cinema halls.
- Given the considerable percentage of young Age 25- respondents advocating for initiatives such as cineforum, cinema club, films followed by discussion, consideration could be given to focus actions to enhance participation of young people on the promotion of those forms of collective movie consumption.



## VI. TUNISIA

### a) Media fruition habits

Most of respondents in urban areas (46%) have a **TV consumption** ranging from 1 to 2 hours per day, while the proportion of respondents in urban areas with intense TV consumption (over 3-4 hour per day) is 39%. On the other side, the majority of respondents from rural areas declares an intense TV consumption (53%), being the percentage of respondents with a TV consumption ranging from 1 to 2 hours per day just 34%.

The percentage of respondents with intense **Internet usage** (over 3-4 hours per day) is much higher in urban areas (60%) compared to rural areas (18%). The majority of respondents from rural areas (61%) never uses the Internet, compared to a mere 11% from urban areas. Strong differences between urban and rural areas are shown in the use of the **social networks** considered in the survey: responders from urban areas declare a much stronger use of Facebook (89% vs 35% of responders from rural areas), Youtube (80% vs 27%), Instagram (50% vs 12%), and WhatsApp (36% vs 7%). Twitter is the less used social network in the country, with a percentage of user of 20% in the urban areas, and 3% in rural ones.

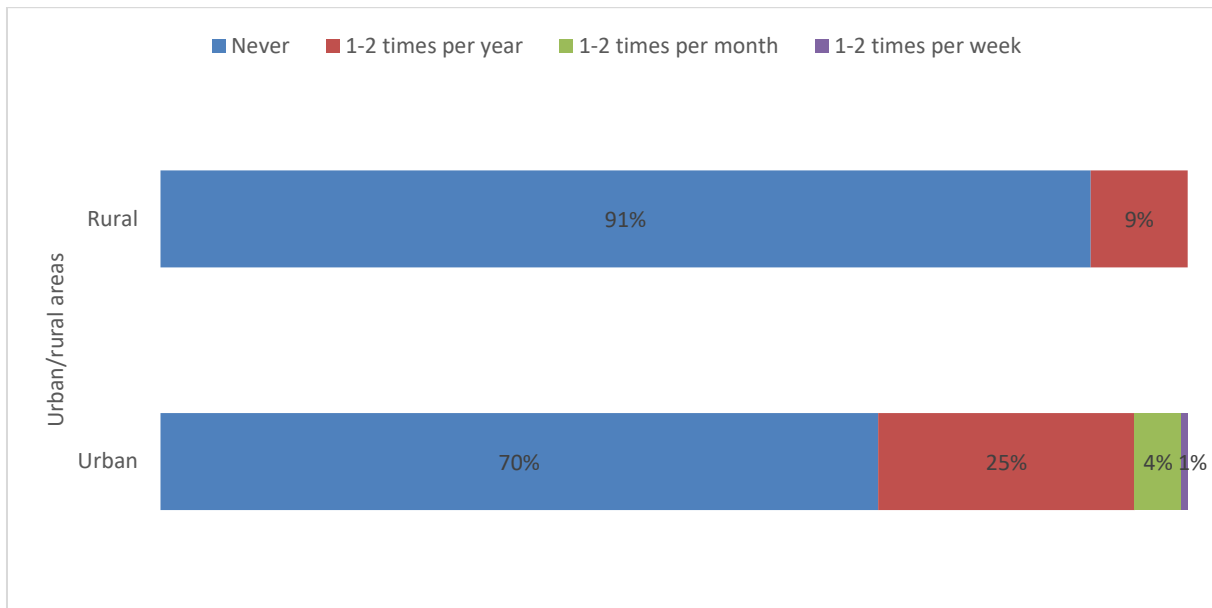
In **rural areas**, both TV and Internet consumptions rates show a slight gender divide, being male residents stronger users of the internet, and female residents being stronger TV consumers. With regard to TV consumption, the majority of respondents from both sexes declares an intense consumption, but 62% of female respondents are strong users (more than 3-4 hours per day), against the 45% of male respondents. With regard to Internet consumption, 71% of female respondents declare to never use the internet, against 50% of male respondents; daily internet users (more than 1 hour per day) are the 36% of male respondents, against 19% of female respondents. There is a significant gender-divide in Facebook and Youtube usage: 47% of rural male residents uses Facebook, against 24% of rural female residents, and 33% of males use Youtube, against 20% of female residents. There is not any significant gender-divide in other social media usage.

The **age** does not affect significantly TV consumption habits, while it impinges upon Internet usage, with 30% of Age 25- respondents spending over 3-4 hours per day on Internet, 10% of Age 25-44, and 5% of Age 45+; 90% of Age 45+ residents never use the Internet. **Social networks** usage is also higher among younger generations. The **level of education** is a dividing factor on media fruition habits: 58% of low-educated respondents declared to watch TV over 3-4 hours per day, against 43% of high-educated respondents; conversely, 43% of high-educated respondents spend more than 3-4 hours per day on Internet, against 8% of low-educated respondents. The use of social media is also by far more frequent among the high-educated respondents.

### b) Film/TV serials consumption habits

Data show, in general, a very low rate of regular cinemagoer, both in rural and in urban area: 70% of urban respondents never go to cinema, against 91% of rural respondents. Just 5% of urban respondents declares to go to cinema at least once per month, against 0% of rural residents. Participation to film festivals is also generally very low (72% of urban respondents never participate to film festival, against 90% of rural respondents). **Movie consumption at home** is instead equal for urban (91% more than 1-2 times per week) and rural respondents (89%).

**Figure 16. Tunisia: movie consumption at cinemas by urban/rural areas**



In **rural areas**, given that the share of cinemagoers between residents of rural areas is very low, there is a **gender-divide** on the frequency to go to the cinema, with 13% of male respondents going more than 1-2 times per year against 6% of female respondents. Participation to film festivals is also more frequent among men compared to women. Movies consumption at home is slightly higher for female respondents (95% watching movies more than 1-2 times per week) compared to male respondents (84%). **Age** of respondents slightly differentiates the frequency of viewing movies in cinemas (25-people going a little more), while movies consumption at home is equal for all the age categories. The **level of education** is fairly dividing: 27% of high-educated respondents going to cinema more than 1-2 times per year, against 2% of low-educated respondents. In addition, the participation to film festivals increases among high-educated respondents. **Movies consumption at home**, very high for all respondents, is not affected by an educational divide (92% over 1-2 times per week for high-educated responders, against 88% for low-educated respondents).

The **obstacles limiting the vision of movies** are grouped in four different types: *time barriers* (work, household chores, child cares), *practical, logistical barriers* (price, distance, safety, time), *offer barriers* (bad, poor quality), *cultural barriers* (family prohibition, stereotypes on cinema). A majority of respondents residing in urban areas mention as obstacles the offer barrier (64% bad quality and 65% poor quality) and long distance to reach the cinema halls (60%). A majority of rural respondents mention as obstacles: distance to reach the cinema (81%), lack of financial resources (70%), not enough time because of work (52%). The **urban-rural divide** is more substantial in four of the obstacles: poor quality of the offer (35% more within urban respondents), bad quality of the offer (34% more within rural respondents), lack of financial resources (35% more within rural respondents), and long distance to cinema halls (22% more within rural respondents). Rural areas appear thus more affected by *practical/logistical barriers* compared to urban areas which, on the contrary, are more affected by *offer barriers*. *Cultural barriers* are significant: stereotypes linked to going to the cinema are mentioned as obstacles by 27% of urban respondents and 22% of rural respondents.



In **rural areas**, the **gender-divide** among respondents on the obstacles limiting the vision of movies is significant in some of the types; a prevalence of women mentioning obstacles related to household chores (25% more than men), problems linked to personal safety (13% more than men) and stereotypes linked to going to the cinema (12% more than men). Male respondents are more concerned about the limited time because of work (11% more than female) and of the quality of the available offer (14% more than female responders).

**Age** of respondents slightly differentiates respondents on the limiting issues: elder respondents are more concerned of the limited time because of work (55% for age 45+, 64% for age 25-44, 44% for age 25-) or household chores (61% for age 45+, 62% for age 25-44, 35% for age 25-). Young people are more concerned about offer issues (37% for age 25-, 21% for 25-44, 23% for 45+).

The **education level** in rural areas divides respondents with regards to *quality barriers*, with high-educated respondents mentioning more often the bad or poor quality of the offer (respectively 24% and 25% more). Another obstacle more often mentioned by high-educated respondents is cinema opening times (10% more than low-educated respondents). Low-educated respondents mention more often *lack of financial resources* (25% more than high-educated people), *long distance to reach the cinema halls* (14% more than high-educated respondents), and not enough time because household chores (21% more than high-educated respondents). Stereotypes linked to going to the cinema persist for a minority of the sample, with a higher percentage among high-educated respondents compared to low-educated ones (24% versus 21%).

The proportion of respondents with some TV **subscriptions** is higher in urban areas (22% versus 6%). The level of education has a huge impact on the number of subscriptions in rural areas: 19% of high-educated respondents has some TV subscription, against 0% of low-educated respondents.

The proposed **initiatives** are grouped in three main types: *initiatives to facilitate access to movie consumption* (opening, price, time, transport, etc.), *initiatives to increase movie literature* (cinema clubs, festivals, seminars, and education), and *initiatives to increase the quality of the offer* (greater offer). A vast majority of respondents showed appreciation for all the initiatives, with similar rates for urban and rural respondents. Urban respondents showed interest in *regular screening in private premises* (15% more than rural respondents), and free or discounted downloads from the web (19% more than rural respondent). Rural respondents showed higher interest towards *facilitate access to movie consumption*, in particular transportation to reach cinema halls (mentioned 5% more by rural respondents than urban ones).

In **rural areas**, men showed more interest than women in regular screening of movies in private premises (17% more than women); women showed more interest than men in two initiatives: movie screening in different time slots (11% more than men), providing local communities with a projector (9% more than men). **Age** of respondents slightly differentiate between respondents about the initiatives: age 45+ people are generically less interested in the proposed measures. In addition, the **education level** differentiate greatly between respondents on their interest towards the proposed initiatives. High-educated respondents show more interest than low-educated respondents do in the following initiatives: cineforum, cinema club (11% more), opening of video store (29% more), opening of video library (24% more), regular screening of movies in private premises (18% more), and availability of free or discounted downloads (13% more).



Rural residents mentioned more often also mix of amusement/entertainment movies (43%) compared to urban residents (36%), instead urban residents mentioned more often mix of engaged/committed to a cause and amusement/entertainment movies (39%) compared to rural residents (30%). In **rural areas**, there is a great gap between men and women about the genres of movies; female residents mentioned more often drama movies (68%) compared to male residents (46%), romantic movies (76% versus 41%) and children/family movies (63% versus 48%).

Respondents from rural areas showed greater interest for the following **genres of movies**: religion (16% more), Indian movies (9% more). Urban respondents have more interest in action/adventure movies (24% more than rural respondents), documentary (17% more), romantic movies (12 % more), and children/family movies (10 % more). ). Age 25- respondents have more interest in action, romantic and horror movies compared to older generations, and less interest in children/family and religion movies. High-educated respondents are more into action/adventure (36% more), documentary (24% more), horror/thriller movies (28% more), and children/family (18% more) while low-educated respondents into Indian movies (10% more than high-education respondents).

In terms of **country production**, the hierarchy of appreciation of respondents is: national movies, Middle Eastern movies, American movies and European movies and Turkish movies.

Respondents from urban areas showed greater interest for European movies (48% more than rural respondents) and for American (USA) movies (48% more); instead the rural respondents showed greater interest for national movies (22% more than urban respondents), Latin America movies (22% more), and other Asia movies (14%). In rural areas, women appreciate more than men Turkish movies (22% more), Middle Eastern movies (10% more), Indian movies (19% more), and other Asian movies (16% more). While, men appreciate more than women European movies (20% more) and American movies USA (24% more). Age 25-44 respondents showed more interest for Middle Eastern movies (10% more than age 25- and 18% more than age 45+), for other Asian movies (14% more than age 25-44), instead age 25- respondents have more interest for American USA movies (17% more than age 25-44 and 44% more than age 45+).

The level education show that high-educated respondents have higher interest compared to low-educated respondents in European movies (36% more), American movies (45% more), and Indian movies (13% more).

The **factors influencing the choice** of movies include for the majority of urban respondents: word of mouth (86%), period of the year (80%), ads/trailers on radio and TV (68%), presence a specific actor (75%), ads/trailers on the internet (66%), and opinions in the social network (69%). A majority of rural respondents mentioned the following influencing factors: ads/trailers on radio and TV (75%), word of mouth (66%), presence a specific actor (50%), and period of the year (82%). In rural areas, men rely more than women on two factors: opinions in the social network (14% more), and ads/trailers on the internet (9% more); instead, women rely more than men on: ads/trailers on radio or TV (12% more), presence of a specific actor or director (9% more), and period of year (10% more). Age 25- respondents rely more than age 25-44 and 45+ on: ads/trailers on the internet (17 more age 25-44 and 31% more age 45+), opinions in the social network (19% more than age 25-44 and 36% more than 45+) and presence of a specific actor (9% more than age 24-44 and 21% more than age 45+). High-educated respondents rely more than low-educated ones on: opinions in social networks (57% more), ads/trailers on the Internet (56% more), word of mouth (21% more), newspapers articles (21% more),





presence of a specific actor/director (40% more), and ads/trailers at cinema halls (17% more). On the contrary, low-educated respondents rely more on period of year (17% more)

### c) Sensitivity to social issues, including gender equality

A vast majority of respondents has a neutral or positive **attitude towards women producers/directors** of movies. In **rural areas**, there is a slight gender gap among respondents: 54% of the women interviewed think that it is necessary for women to assert themselves also in the movies sector, against 32% of men. In addition, 13% of the interviewed women like films produced by women against 6% of men; despite this, 53% of the men interviewed are said to be indifferent to the gender of the director. There is not age divide about this topic. Surprisingly 47% of those interviewed with a low level of education think that it is necessary for women to affirm also in the film industry, against 35% of those interviewed with a high level of education.

The proposed **social topics for movie plots** gained interest by most respondents, with few differences among urban respondents and rural respondents: urban respondents showed more interest for topics such as law enforcement authorities crackdown, censorship, and repression of civil liberties (16% more than rural respondents). Instead, rural respondents have more interest for topics such as regional disparities, and living conditions in marginalized areas/regions (10% more). In **rural areas**, women displayed greater interest than men on women issues (23% more on women role in society, 12% more in violence against women), while men displayed more interest than women on social topics such as human rights and civil liberties (12% more). In rural areas, age 25-44 and 45+ respondents have more interest on the problem elderly (92% and 95%), compared to age 25- respondents (73%), on the problem of people with disabilities (94% and 90%) compared to age 25- respondents (83%), on migrants reception (60%, 62%), compared to age 25- respondents (50%). Age 25-44 respondents have more interest on social topics such as human rights and civil liberties (14% more age 25- and 10% more age 45+). High-education respondents have more interest on topics such as human rights and civil liberties (10% more low-education respondents).

The question on the **ideal model of society as for relations between women and men** splits differently urban and rural respondents. Urban residents display more propensity towards gender equality compared to rural residents: 71% of urban respondents say women and men should have the same power and responsibility at work and in domestic tasks, against 60% of rural respondents. In **rural areas**, there is a gender-divide with female respondents aiming at an ideal society where women and men have the same power and responsibility at work and in domestic tasks (71%) more than male respondents (49%). Age 25- respondents are more open to equality (67%) compared to Age 25-44 (59%) and Age 45+ respondents (47%). On the contrary, Age+ respondents are more attached to traditional roles division (27%) compared to Age 25 – respondents (14%), and Age 25-44 display more propensity towards women in job market but with a commitment compatible with family and domestic tasks (27%) compared to Age 25- (19%). The level of education does not influence the attitude towards gender equality. The ideal model of society as for relations between women and men is more **valued** by urban respondents in: American movies (75%), European movies (74%); instead, the ideal model of society as for relations between women and men is more valued by rural respondents in: Middle Eastern movies (69%), and Turkish movies (53%). In **rural areas**, male respondents consider American and European movies more adherent to their model of society compared to female respondents,





respectively (17% more and 13% more). Instead, female respondents consider national, Turkish and other Asian movies more adherent to their model of society compared to male respondents, respectively (14% more, 19% more and 10 % more). Age 25- respondents consider America, European and Other Indian movies more adherent to their model of society compared Age 25-44 and Age 45+ respondents, respectively (15% more than Age 25-44 and 37% more than Age 45; 9% more than Age 25-44 and 27% more than Age 45+; 12% more than 45+). Instead, Age 25-44 respondents consider Latin American movies more adherent to their model of society compared Age 45+ (17%more). Finally, Age 45+ respondents consider Middle Easter movies more adherent to their model of society compared Age 25- and Age 25-44 respondents, respectively (11% more and 10 % more). High-educated respondents consider foreign products adherent to their model of society more often than low-educated respondents: European movies (36% more), American movies (44% more), other Asian movies (11% more), and Latin American movies (20% more).

In terms of **ideal society in regards to the presence of minorities**, there is not difference between urban and rural respondents. In **rural areas**, there is a gender divide: Female respondents showed more openness to minorities than male respondents (15% more). Male respondents are for a conditioned openness to diversity more than female (12% more). Age 25- and Age 25-44 respondents showed more openness to minorities compared Age 45+ respondents (11% more). Age 45+ respondents are for a conditioned openness to diversity more than Age 25- and Age 25-44 respondents, respectively (13% more and 11% more). There is not different between high-educated and low-educated respondents.

In terms of **movies reflecting the ideal model of society in regards to presence of minorities**, American, Middle Eastern, and European movies are mentioned more often in urban context (respectively 51%, 12% and 57% more than in rural areas). National and Turkish movies are, on the other side, more adherent to the ideal model of society as for presence of minorities of rural respondents (respectively 12% more and 11% more). In **rural areas**, there is a gender-divide on European and American movies, with male respondents considering them more adherent to their ideal model of society compared to women (respectively 14% and 23% more than expressed by female respondents). Instead, female respondents consider national and Turkish movies more adherent to their ideal model society compared male respondents (respectively 13% and 11% more). Age 25- respondents consider American movies more adherent to their ideal model society than Age 25-44 and Age 45+ respondents (respectively 12% more and 37% more). Instead, Age 25- and Age 25-44 respondents consider Latin America (respectively 20%, 19%) European (31%, 27%), and Indian (31%, 32%) movies more adherent to their ideal model society than Age+ (respectively 7%,8%, 13%).

High-educated respondents consider national, Maghreb, Turkish, Middle Eastern, American USA, Latin American, European and Indian movies more adherent to their ideal model of society compared low-educated respondents (respectively 12% more, 10% more, 11% more, 24% more, 43% more, 25% more, 33% more, 10% more).

#### d) Recommendations

- The level of attendance to cinemas in rural areas is very low, particularly among women residents in rural areas. Any actions tackling *practical, logistical barriers* limiting vision of movies at cinemas, including opening and reopening of cinema halls, should be considered.



- Given that the majority of rural respondents mentions as the main obstacle to movie consumption the distance to reach the cinema, consideration should be given to facilitate the transportation and to increase regular screening of movies in private premises.
- In order to facilitate a gender balanced access to movie consumption, *cultural barriers* (such as stereotypes linked to going to the cinema) could be tackled with specific educational campaigns.
- The two most appreciated topic and social issues to be treated by movie plots are gender sensitive issues, such as sexual exploitation of women and children, and violence against women. Therefore, actions could be aimed at promoting movies with such topics.
- Given the evident gap between women and men in rural areas with respect to the ideal model of society as for relations women-men in society, actions targeting men in rural areas should be considered to promote gender equality.
- Actions aimed at promoting movies should take into consideration that the most effective tool for low-educated respondents are advertisements on radio and television. High-educated respondents are more influenced also by advertisements on Internet or opinions on social media.



## ANNEX 1: QUESTIONNAIRE

### ***Basic Information (to be filled by the interviewer)***

Governorate/Regional area

#### **Egypt**

1. Asyut
2. Beni Suef
3. Daqahliya
4. Gharbiya
5. Le Caire
6. Minya
7. Sharqiya

#### **Jordan**

1. Amman
2. Irbid
3. Zarqa

#### **Lebanon**

1. Beirut
2. Mount-Lebanon
3. South Lebanon (Sidon)
4. North Lebanon (Tripoli)

#### **Morocco**

1. Casablanca
2. Marrakech-Safi
3. Rabat
4. Tanger-Tetouan-Al Hoceima

#### **Palestine**

1. Gaza
2. Hebron
3. Nablus
4. Ramallah

#### **Tunisia**

1. Gabès
2. Grand Tunis
3. Kef
4. Sfax
5. Sidi Bouzid
6. Sousse



**Name of the town or village:**

.....

**Town/village population**

1. Big city (more than 100.000 inhabitants)
2. Medium size city (from 50.000 to 100.000 inhabitants)
3. Small city (from 20.000 to 50.000 inhabitants)
4. Village (from 10.000 to 20.000 inhabitants)
5. Small town (less than 10.000 inhabitants)
6. Rural area (scattered houses / out of residential area)

In case of response 1 or 2, go to question 5. In case of response 3, 4, 5, 6 go to question 4.

*The online questionnaire is structured in such a way to direct automatically the interviewers according to the answer provided to this question 3.*

**Location**

1. The city or the village is close to a big city or medium size city
2. The city or the village is far from a big city or medium size city

**Urban/rural**

1. Urban
2. Rural



## ***Interviewee profile***

### **Sex**

1. Female
2. Male

### **Age**

1. Less than 25 years
2. 25 – 34 years
3. 35 – 44 years
4. 45 years or more

### **Education level**

1. Without certified education
2. Primary education
3. Lower secondary education
4. Upper secondary education
5. Higher education (university, master, doctorate, etc.)

### **Religion**

1. No response
2. Muslim Sunni
3. Muslim Shiite
4. Other Muslims (Alawite, Druze)
5. Catholic
6. Christian Protestant (Lutheran, Anglican, Calvinist)
7. Christian other churches (Coptic, Orthodox, ...)
8. Jewish
9. Hindu
10. Buddhist
11. Taoist
12. Confucianism
13. Animist
14. Other confessions
15. Atheist
16. Agnostic







## Films/Serials TV consumption habits

**In general, how often do you go to cinema halls, cultural houses, community centres, coffee shops?**

1. never
2. 1-2 times per year
3. 1-2 times per month
4. 1-2 times per week

**In general, how often do you go to the film festivals, film caravans, etc.?**

1. never
2. 1-2 times per year
3. 1-2 times per month
4. 1-2 times per week

**In general, how often do you watch movies/TV series in your place (house, apartment...) or in your friend's/neighbour's place (house, apartment...)?**

1. never
2. 1-2 times per month
3. 1-2 times per week
4. Everyday

**Which are the main obstacles, if any, that limit your vision of movies/TV series?**

Obstacle	Yes	No
1. Not enough time, because of work		
2. Not enough time, because of household chores, care of child, etc.		
3. Husband/family prohibition		
4. Bad quality of the available offer		
5. Poor quality of the available offer		
6. Lack of financial resources/ticket price/price of TV subscription		
7. Long distance to reach to cinema halls or other films/TV series screening places/ unavailability of cinemas in the area		
8. Problems pertaining to personal safety in order to reach cinema halls or other films/TV series screening places		
9. Cinema opening times/TV series schedule		
10. Because of stereotypes linked to "going to the cinema"		
11. Other (use only if none of the above response is suitable, and specify)		



**17 Bis.** Note: in the case of the answer "Other", the interviewer must briefly describe the obstacle reported by the interviewee.

.....

**When you watch movies/TV series in your place or your friend's/ neighbour's place, which medium do you use?**

Medium	Yes	No
1. Television (analogue, digital, satellite)		
2. Internet (streaming/download via PC, smartphone, tablet)		
3. DVD, Bluray, USB, ...		

**Do you have any subscription to watch movies/TV series (e.g. pay TV, streaming platforms)?**

1. Yes
2. No

**Would you be interested in any of the following initiatives to be held?**

Initiative	Very/ A lot	Enough	Not at all
1. Opening or reopening of cinema halls			
2. Cineforum - Cinema club: films followed by discussion			
3. Movie screening with reduced ticket price			
4. Movie screening in different time slots during the day			
5. Transportation to reach cinema halls			
6. Cinema festivals			
7. Itinerant movie exhibitions (itinerant documentaries, etc.)			
8. Seminars on the history of the movie open to public			
9. Education to cinema and screening movies in the schools			
10. Opening of video store (video-shops selling DVD, Bluray, etc.)			
11. Opening of video library within local institutions premises, community halls, libraries, etc.			
12. Regular screening of movies in private premises (e.g. coffee shops, etc.)			
13. Availability of free downloads or discount price downloads from the web			
14. Greater offer of movies or TV series in television			
15. Providing local community with a projector			



### Which movie/TV series do you prefer?

1. Entertainment (action, crime, comedy...)
2. Engaged / committed to a cause movies/TV series
3. Mix of Engaged/ committed to a cause and Entertainment
4. No specific preferences

### Which genre of movie/TV series do you prefer?

Genre	Yes	No
1. Comedy		
2. Action/Adventure		
3. Drama		
4. Documentary		
5. Romantic		
6. Horror/thriller		
7. Children/Family		
8. Religion		
9. Indian movies (Bollywood)		

### How much do you appreciate movies/TV series from the following countries?

	A lot / Most	Much	Not at all	Don't know
1. Films/series of your country				
2. Films/series of Maghreb				
3. Turkish films/series				
4. Middle eastern films/series				
5. Sub-Saharan Africa films/series				
6. American (USA) films/series				
7. Latin American films/series				
8. European films/series				
9. Indian films/series				
10. Other Asian films/series				



### In general, what influences you most in choosing a film/TV series?

	Yes	No
1. Advertisement / trailer.... Seen at: cinema halls, arts centre, party halls, in the cafes / festivals, , film caravans, etc.		
2. Newspaper articles, specialized magazines		
3. Advertisement / trailer on radio or television		
4. Advertisement / trailer on the Internet		
5. Opinions or rumours seen in the social networks		
6. Word of mouth		
7. Presence of a specific actor or director		
8. Reputation of the film director		
9. Period of the year (e.g. Ramadan, holidays, week-ends, etc.)		



## Sensitivity to social issues, including gender equality

**What is your attitude towards women producers / directors of films / TV series?**

(only 1 choice)

1. I like most movies / series made by women
2. I don't like most movies / series made by women
3. In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders
4. in their battle for parity women must establish themselves also in the filmmaking sector
5. Women shouldn't do cinema, it's not their job

**Which of the following topic and social issue would you like to be depicted in the plot of movie / TV program?**

Subject	Interests me most	Interests much	Not interested at all
1. Regional disparities, living conditions in marginalized areas/regions			
2. Youth problems			
3. The problems of the elderly			
4. The problems of people with disabilities			
5. Women's role within the society, the discriminations they face within the family, at work and within society in general			
6. Violence against women			
7. Sexual exploitation of women and children			
8. Migrants reception and issues pertaining to linguistic, ethnic and religious minorities in your country			
9. Law enforcement authorities' crackdown, censorship, repression of civil liberties			
10. International jihadist terrorism, youth joining terrorist groups			



**Regarding to relations between women and men, what would be the model of your ideal society?**

1. Women and men have the same power and responsibility, they work in equal conditions and share domestic and family tasks
2. Women participate in the job market but with a commitment and responsibilities compatible with family and domestic tasks; men invest more in work, politics, the city administration, use power/exercise authority
3. Women engage more in family care, children's' education; men invest in work, politics, the city administration and use power/exercise authority

**In your opinion, is the ideal model of society that you have chosen above (question 27), is it well valued in the films / TV series of the following countries?**

	Very much	Mildly	Not at all	Don't know
1. Films/series of your country				
2. Films/series of Maghreb				
3. Turkish films/series				
4. Middle eastern films/series				
5. Sub-Saharan Africa films/series				
6. American (USA) films/series				
7. Latin American films/series				
8. European films/series				
9. Indian films/series				
10. Other Asian films/series				

**Can you mention the title of a movie or TV series that you have seen during the last year, which promotes your model of ideal society, in terms of relation between women and men?**

.....

**With regards to the presence of ethnic, linguistic and religious minorities, what is your ideal model of society?**

1. A multicultural and multi-ethnic society, where laws guarantee the rights of all minorities, relations between communities are inspired by the values of dialogue, eventual conflicts are resolved peacefully, and acts of racism and intolerance are severely punished by laws (Promotion of Diversity)
2. A society that accepts ethnic, linguistic and religious diversity and integrates members of minorities provided that those minorities fully accept and respect country's social rules (Conditioned Openness to Diversity)
3. A society that absolutely prioritizes the interests, rights and values of the majority, tolerates acts of hostility towards minorities, and imposes strict limitations on the flow of migrants (Rejection of diversity)





**In your opinion, is the ideal model of society that you have chosen above (question 30), is it well valued in the films / TV series of the following countries?**

	Very much	Mildly	Not at all	Don't know
1. Films/series of your country				
2. Films/series of Maghreb				
3. Turkish films/series				
4. Middle eastern films/series				
5. Sub-Saharan films/series				
6. American (USA) films/series				
7. Latin American films/series				
8. European films/series				
9. Indian films/series				
10. Other Asian films/series				

**Can you mention title of a movie or TV series that you have seen during the last year, which promotes your ideal model of society, regarding the presence of ethnic, linguistic and religious minorities?**

.....



## ANNEX 2: TABLES BY COUNTRIES

### MEDIA FRUITION HABITS BY COUNTRY

How much time do you watch TV?

	Country					
	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Never	5,3%	2,3%	5,3%	6,8%	10,3%	1,0%
1-2 times per month	5,5%	3,3%	6,0%	4,3%	9,3%	4,3%
1-2 times per week	14,0%	17,3%	22,8%	13,5%	12,5%	8,5%
1-2 hours per day	32,3%	57,0%	46,8%	35,3%	34,0%	38,5%
3-4 hours per day	21,8%	15,5%	12,8%	21,5%	16,8%	24,5%
more than 4 hours per day	21,3%	4,8%	6,5%	18,8%	17,3%	23,3%
Total	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

All countries



### How much time do you use the Internet?

	Country					
	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Never	22,3%	11,5%	3,0%	21,3%	13,3%	41,5%
1-2 times per month	2,5%	6,5%	,0%	1,0%	2,8%	4,5%
1-2 times per week	7,8%	12,5%	2,0%	7,3%	3,5%	6,0%
1-2 hours per day	22,5%	37,0%	25,5%	23,3%	23,0%	13,3%
3-4 hours per day	13,3%	22,0%	27,3%	19,0%	19,5%	8,5%
more than 4 hours per day	31,8%	10,5%	42,3%	28,3%	38,0%	26,3%
Total	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

All countries

### How much time do you use smartphone/tablet?

	Country					
	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Never	14,3%	9,3%	5,3%	20,8%	12,5%	47,5%
1-2 times per month	1,3%	2,0%	,3%	,8%	1,5%	2,8%
1-2 times per week	1,8%	3,8%	2,3%	4,3%	3,3%	2,5%
1-2 hours per day	21,3%	43,0%	23,5%	18,0%	26,3%	10,5%
3-4 hours per day	19,0%	30,0%	27,8%	26,8%	14,5%	9,8%
more than 4 hours per day	42,5%	12,0%	41,0%	29,5%	42,0%	27,0%
Total	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

All countries



### Do you use the following social networks?

	Egypt		Jordan		Lebanon		Morocco		Palestine		Tunisia	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	82,3%	17,8%	87,3%	12,8%	88,0%	12,0%	74,3%	25,8%	83,5%	16,5%	56,0%	44,0%
Twitter	30,5%	69,5%	25,5%	74,5%	18,0%	82,0%	22,8%	77,3%	23,8%	76,3%	9,3%	90,8%
Instagram	33,3%	66,8%	29,0%	71,0%	58,3%	41,8%	36,5%	63,5%	46,8%	53,3%	27,0%	73,0%
Youtube	63,0%	37,0%	51,0%	49,0%	67,8%	32,3%	68,3%	31,8%	66,8%	33,3%	47,3%	52,8%
WhatsApp	77,3%	22,8%	88,0%	12,0%	97,3%	2,8%	76,0%	24,0%	66,8%	33,3%	18,3%	81,8%

All countries

## FILM/TV SERIALS CONSUMPTION HABITS BY COUNTRY

### How often do you go to cinema halls?

	Country					
	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Never	47,8%	54,5%	23,3%	68,0%	69,0%	82,5%
1-2 times per year	25,8%	22,5%	29,8%	21,8%	13,8%	15,5%
1-2 times per month	16,5%	14,5%	33,5%	5,5%	12,3%	1,8%
1-2 times per week	10,0%	8,5%	13,5%	4,8%	5,0%	,3%
Total	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

All countries



### How often do you go to film festivals?

	Country					
	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Never	78,0%	79,8%	64,8%	77,8%	86,0%	83,3%
1-2 times per year	17,3%	18,0%	29,8%	19,8%	10,3%	15,8%
1-2 times per month	3,3%	1,8%	4,3%	2,0%	3,3%	,8%
1-2 times per week	1,5%	,5%	1,3%	,5%	,5%	,3%
Total	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

All countries

### How often do you watch movies/series at home?

	Country					
	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Never	5,3%	3,8%	11,8%	5,0%	15,5%	3,3%
1-2 times per month	19,5%	14,5%	34,3%	5,3%	15,0%	6,8%
1-2 times per week	21,5%	29,0%	39,8%	23,3%	17,3%	21,0%
Every day	53,8%	52,8%	14,3%	66,5%	52,3%	69,0%
Total	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

All countries



**Which are the main obstacles, if any, that limit your vision of movies/Tv series?**

	Egypt		Jordan		Lebanon		Morocco		Palestine		Tunisia	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	57,8%	42,3%	75,5%	24,5%	84,5%	15,5%	44,3%	55,8%	56,3%	43,8%	53,0%	47,0%
Not enough time, because of household chores, care of child, etc	28,0%	72,0%	47,5%	52,5%	46,8%	53,3%	27,5%	72,5%	41,0%	59,0%	47,3%	52,8%
Husband/family prohibition	18,0%	82,0%	8,0%	92,0%	14,5%	85,5%	7,5%	92,5%	21,0%	79,0%	6,3%	93,8%
Bad quality of the available offer	40,0%	60,0%	41,5%	58,5%	17,5%	82,5%	32,3%	67,8%	27,8%	72,3%	42,5%	57,5%
Poor quality of the available offer	43,0%	57,0%	43,5%	56,5%	19,0%	81,0%	33,0%	67,0%	31,0%	69,0%	44,0%	56,0%
Lack of financial resources/ticket price/price of TV subscription	30,0%	70,0%	53,3%	46,8%	13,5%	86,5%	20,0%	80,0%	24,0%	76,0%	56,0%	44,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	41,8%	58,3%	56,5%	43,5%	12,5%	87,5%	53,0%	47,0%	21,3%	78,8%	72,8%	27,3%
Problems linked to personal safety in reaching cinema halls or other screening facilities	15,8%	84,3%	7,0%	93,0%	5,8%	94,3%	35,8%	64,3%	12,0%	88,0%	10,3%	89,8%
Cinema opening times/TV series schedule	31,0%	69,0%	53,8%	46,3%	9,5%	90,5%	35,8%	64,3%	24,3%	75,8%	9,0%	91,0%
Because of stereotypes linked to going to the cinema	18,8%	81,3%	46,3%	53,8%	2,3%	97,8%	15,3%	84,8%	16,0%	84,0%	23,8%	76,3%
Other obstacles	12,0%	88,0%	4,0%	96,0%	8,5%	91,5%	16,3%	83,8%	14,5%	85,5%	3,3%	96,8%

All countries





### Which medium do you use for watching movies/series at home?

	Egypt		Jordan		Lebanon		Morocco		Palestine		Tunisia	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	88,3%	11,8%	96,0%	4,0%	91,5%	8,5%	91,8%	8,3%	82,0%	18,0%	98,0%	2,0%
Internet	56,8%	43,3%	49,0%	51,0%	58,0%	42,0%	39,3%	60,8%	67,0%	33,0%	39,3%	60,8%
DVD, Bluray, USB, etc	26,8%	73,3%	20,0%	80,0%	53,8%	46,3%	55,0%	45,0%	21,5%	78,5%	18,5%	81,5%

All countries

### Do you use any subscriptions to watch movies/series?

	Country					
	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Yes	16,8%	11,3%	53,3%	7,0%	31,3%	12,0%
No	83,3%	88,8%	46,8%	93,0%	68,8%	88,0%
Total	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

All countries



**Would you be interested in any of the following initiatives?**

	Egypt		Jordan		Lebanon		Morocco		Palestine		Tunisia	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	61,5%	38,5%	85,5%	14,5%	44,0%	56,0%	88,3%	11,8%	50,3%	49,8%	95,5%	4,5%
Cineforum, cinema club: films followed by discussion	53,8%	46,3%	74,5%	25,5%	29,5%	70,5%	78,0%	22,0%	35,5%	64,5%	87,8%	12,3%
Movie screening with reduced ticket price	54,5%	45,5%	74,0%	26,0%	44,8%	55,3%	79,3%	20,8%	41,3%	58,8%	93,8%	6,3%
Movie screening in different time slots during the day	51,3%	48,8%	62,8%	37,3%	30,8%	69,3%	73,8%	26,3%	39,0%	61,0%	90,0%	10,0%
Transportation to reach cinema halls	50,8%	49,3%	58,5%	41,5%	20,3%	79,8%	71,8%	28,3%	26,8%	73,3%	88,5%	11,5%
Cinema festivals	44,0%	56,0%	79,0%	21,0%	32,8%	67,3%	83,0%	17,0%	39,0%	61,0%	94,5%	5,5%
Itinerant movie exhibitions	47,5%	52,5%	80,0%	20,0%	36,3%	63,8%	84,5%	15,5%	37,5%	62,5%	96,0%	4,0%
Seminars on the history of the movie open to public	46,8%	53,3%	61,3%	38,8%	23,3%	76,8%	80,8%	19,3%	32,5%	67,5%	88,3%	11,8%
Education to cinema and screening movies in the schools	43,8%	56,3%	75,5%	24,5%	61,5%	38,5%	87,3%	12,8%	45,3%	54,8%	92,5%	7,5%
Opening of video store	39,5%	60,5%	50,8%	49,3%	16,8%	83,3%	63,5%	36,5%	35,3%	64,8%	65,0%	35,0%
Opening of video library within local institutions	41,5%	58,5%	80,3%	19,8%	21,0%	79,0%	81,5%	18,5%	39,5%	60,5%	77,0%	23,0%
Regular screening of movies in private premises	48,0%	52,0%	62,8%	37,3%	31,5%	68,5%	76,3%	23,8%	41,0%	59,0%	81,3%	18,8%
Availability of free downloads or discount price downloads from the web	57,8%	42,3%	77,3%	22,8%	47,8%	52,3%	67,5%	32,5%	44,3%	55,8%	56,5%	43,5%
Greater offer of movies or TV series on television	57,8%	42,3%	90,8%	9,3%	51,8%	48,3%	80,5%	19,5%	56,5%	43,5%	82,5%	17,5%
Providing local community with a projector	57,3%	42,8%	80,5%	19,5%	19,8%	80,3%	86,0%	14,0%	40,3%	59,8%	90,3%	9,8%

All countries



### Which kind of movies/series do you prefer?

	Country					
	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	18,8%	21,8%	28,5%	13,3%	34,5%	40,5%
Engaged / committed to a cause movies/TV series	11,5%	16,0%	1,8%	3,5%	10,8%	6,5%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	35,0%	26,3%	18,3%	8,5%	22,0%	33,3%
No specific preferences	34,8%	36,0%	51,5%	74,8%	32,8%	19,8%
Total	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

All countries

### Which genre of movies/series do you prefer?

	Egypt		Jordan		Lebanon		Morocco		Palestine		Tunisia	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	80,8%	19,3%	87,3%	12,8%	86,8%	13,3%	93,0%	7,0%	73,3%	26,8%	86,5%	13,5%
Action/adventure	56,0%	44,0%	69,3%	30,8%	80,0%	20,0%	76,5%	23,5%	57,8%	42,3%	49,5%	50,5%
Drama	71,5%	28,5%	82,8%	17,3%	79,0%	21,0%	75,3%	24,8%	69,3%	30,8%	58,8%	41,3%
Documentary	43,8%	56,3%	76,5%	23,5%	76,8%	23,3%	74,5%	25,5%	47,8%	52,3%	63,5%	36,5%
Romantic	39,0%	61,0%	59,8%	40,3%	59,0%	41,0%	61,8%	38,3%	52,0%	48,0%	64,0%	36,0%
Horror/thriller	38,8%	61,3%	34,5%	65,5%	57,8%	42,3%	48,5%	51,5%	37,8%	62,3%	27,8%	72,3%
Children/family	59,5%	40,5%	66,0%	34,0%	29,3%	70,8%	74,5%	25,5%	40,8%	59,3%	59,3%	40,8%
Religion	44,5%	55,5%	69,5%	30,5%	37,5%	62,5%	81,0%	19,0%	63,3%	36,8%	45,5%	54,5%
Indian movies	35,3%	64,8%	30,3%	69,8%	23,0%	77,0%	45,5%	54,5%	47,0%	53,0%	26,3%	73,8%

All countries



How much do you appreciate movies/series from the following countries?

	Egypt		Jordan		Lebanon		Morocco		Palestine		Tunisia	
	A lot / Most	Much	A lot / Most	Much	A lot / Most	Much	A lot / Most	Much	A lot / Most	Much	A lot / Most	Much
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	56,8%	34,0%	31,3%	62,3%	20,5%	56,5%	22,3%	58,3%	29,8%	35,0%	57,0%	35,8%
Films/series of Maghreb	1,0%	6,8%	3,0%	12,0%	,8%	7,5%	3,8%	13,0%	8,0%	13,5%	1,0%	8,0%
Turkish films/series	21,3%	17,5%	22,3%	46,5%	9,3%	31,3%	27,0%	37,8%	39,8%	35,0%	54,5%	26,0%
Middle eastern films/series	4,0%	8,0%	41,8%	50,5%	6,8%	34,8%	14,3%	49,3%	36,8%	32,3%	28,8%	46,8%
Sub-saharan Africa films/series	1,5%	4,5%	,5%	2,8%	2,5%	6,8%	,3%	1,5%	5,3%	8,0%	,5%	2,3%
American (USA) films/series	40,3%	20,8%	24,5%	52,0%	32,5%	49,0%	51,8%	22,0%	22,5%	23,5%	34,0%	19,3%
Latin American films/series	8,3%	15,0%	8,0%	21,8%	6,5%	16,3%	3,3%	30,0%	11,5%	15,8%	9,8%	25,0%
European films/series	20,5%	17,5%	20,0%	48,8%	16,5%	24,0%	22,3%	18,0%	15,3%	19,5%	22,3%	24,0%
Indian films/series	29,0%	13,5%	6,8%	32,8%	8,0%	20,5%	19,5%	18,0%	28,5%	25,3%	16,3%	13,5%
Other Asian films/series	3,5%	7,0%	18,0%	10,8%	4,0%	10,0%	1,3%	14,3%	24,3%	16,3%	11,0%	10,3%

All countries



### What does influence you most in choosing film/series?

	Egypt			Jordan			Lebanon			Morocco			Palestine			Tunisia		
	Yes	No	Total	Yes	No	Total	Yes	No	Total	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	26,3%	73,8%	100,0%	27,0%	73,0%	100,0%	48,3%	51,8%	100,0%	20,0%	80,0%	100,0%	31,8%	68,3%	100,0%	20,5%	79,5%	100,0%
Newspaper articles, specialised magazines	33,8%	66,3%	100,0%	28,5%	71,5%	100,0%	25,0%	75,0%	100,0%	42,0%	58,0%	100,0%	23,5%	76,5%	100,0%	21,3%	78,8%	100,0%
Advertisement/trailers on radio or television	64,8%	35,3%	100,0%	81,0%	19,0%	100,0%	72,0%	28,0%	100,0%	78,3%	21,8%	100,0%	55,3%	44,8%	100,0%	72,5%	27,5%	100,0%
Advertisement/trailers on the Internet	47,0%	53,0%	100,0%	58,8%	41,3%	100,0%	69,5%	30,5%	100,0%	67,0%	33,0%	100,0%	54,8%	45,3%	100,0%	38,3%	61,8%	100,0%
Opinions or rumours in the social networks	49,3%	50,8%	100,0%	78,8%	21,3%	100,0%	55,3%	44,8%	100,0%	68,0%	32,0%	100,0%	54,8%	45,3%	100,0%	41,5%	58,5%	100,0%
Word of mouth	70,0%	30,0%	100,0%	83,8%	16,3%	100,0%	76,0%	24,0%	100,0%	87,0%	13,0%	100,0%	58,3%	41,8%	100,0%	74,0%	26,0%	100,0%
Presence of a specific actor or director	56,3%	43,8%	100,0%	48,5%	51,5%	100,0%	48,3%	51,8%	100,0%	69,5%	30,5%	100,0%	54,5%	45,5%	100,0%	60,0%	40,0%	100,0%
Reputation of the film director	37,3%	62,8%	100,0%	20,3%	79,8%	100,0%	23,5%	76,5%	100,0%	15,3%	84,8%	100,0%	14,8%	85,3%	100,0%	30,0%	70,0%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	57,5%	42,5%	100,0%	73,3%	26,8%	100,0%	40,5%	59,5%	100,0%	65,5%	34,5%	100,0%	72,5%	27,5%	100,0%	81,0%	19,0%	100,0%

All countries



## SENSITIVITY TO SOCIAL ISSUES BY COUNTRY

What is your attitude towards women producers/directors of films/series?

	Country					
	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
No specific preferences	35%	36%	52%	75%	33%	20%
Amusement/Entertainment (action, crime, comedy...)	19%	22%	29%	13%	35%	41%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	35%	26%	18%	9%	22%	33%
Engaged / committed to a cause movies/TV series	12%	16%	2%	4%	11%	7%

All countries





Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Egypt			Jordan			Lebanon			Morocco			Palestine			Tunisia		
	Interest s me most	Interest s much	Not intereste d at all	Interest s me most	Interest s much	Not intereste d at all	Interest s me most	Interest s much	Not intereste d at all	Interest s me most	Interest s much	Not intereste d at all	Interest s me most	Interest s much	Not intereste d at all	Interest s me most	Interest s much	Not intereste d at all
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalise d areas	51,0%	33,8%	15,3%	47,8%	44,3%	8,0%	12,5%	53,8%	33,8%	51,3%	28,0%	20,8%	40,8%	33,5%	25,8%	62,0%	29,3%	8,8%
Youth problems	48,8%	41,3%	10,0%	48,0%	40,3%	11,8%	15,8%	56,3%	28,0%	70,8%	22,0%	7,3%	46,3%	32,5%	21,3%	72,5%	22,5%	5,0%
The problems of the elderly	31,3%	48,5%	20,3%	32,5%	52,8%	14,8%	15,3%	54,0%	30,8%	59,0%	33,0%	8,0%	37,5%	29,5%	33,0%	42,3%	40,0%	17,8%
The problems of people with disabilities	30,0%	45,0%	25,0%	25,8%	52,8%	21,5%	25,0%	45,8%	29,3%	60,5%	33,3%	6,3%	37,0%	28,3%	34,8%	39,8%	47,3%	13,0%
Women role in society,	36,8%	32,5%	30,8%	46,0%	40,0%	14,0%	39,8%	30,3%	30,0%	74,5%	16,3%	9,3%	39,8%	28,3%	32,0%	57,8%	29,0%	13,3%
Violence against women	42,0%	25,8%	32,3%	45,0%	41,0%	14,0%	46,5%	25,5%	28,0%	74,0%	16,5%	9,5%	43,5%	24,3%	32,3%	72,8%	19,5%	7,8%
Sexual exploitation of women and children	49,3%	16,3%	34,5%	54,5%	27,8%	17,8%	45,5%	25,5%	29,0%	74,5%	16,0%	9,5%	40,3%	29,0%	30,8%	80,5%	14,5%	5,0%
Migrants reception and issues pertaining linguistic, ethnic and religious	28,5%	28,8%	42,8%	17,5%	50,0%	32,5%	11,0%	50,0%	39,0%	52,3%	26,3%	21,5%	25,0%	30,8%	44,3%	14,5%	43,0%	42,5%



minorities in your country																		
Law enforcemen t authorities crackdown, censorship, repression of civil liberties	43,5%	25,8%	30,8%	23,0%	37,3%	39,8%	7,0%	46,0%	47,0%	23,3%	38,5%	38,3%	24,0%	23,3%	52,8%	16,0%	38,0%	46,0%
Internationa l jihadist terrorism, youth joining terrorist groups	32,0%	26,3%	41,8%	20,8%	40,5%	38,8%	21,0%	43,5%	35,5%	28,0%	27,0%	45,0%	26,0%	21,8%	52,3%	45,8%	28,0%	26,3%

All countries



### Ideal model of society as for relations between women and men

	Country					
	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	34,8%	22,0%	31,0%	51,8%	19,3%	64,3%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	39,8%	59,5%	57,3%	26,0%	49,3%	21,0%
Women engage more in family care, children education; men in work, politics, power/exercise authority	25,5%	18,5%	11,8%	22,3%	31,5%	14,8%
Total	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

All countries

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
	Very much	Very much	Very much	Very much	Very much	Very much
Films/series of your country	26%	21%	21%	8%	31%	24%
Films/series of Maghreb	2%	2%	1%	1%	8%	2%
Turkish films/series	9%	12%	9%	13%	26%	26%
Middle eastern films/series	3%	17%	8%	5%	26%	9%
Sub-Saharan African films/series	1%	1%	1%	1%	5%	0%
American (USA) films/series	28%	17%	28%	46%	19%	30%
Latin American films/series	5%	4%	7%	4%	10%	8%
European films/series	21%	18%	18%	24%	17%	29%
Indian films/series	8%	3%	6%	5%	15%	4%
Other Asian films/series	2%	10%	2%	0%	18%	5%

All countries



### Ideal model of society as for relations with minorities

	Country					
	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Promotion of diversity	31,3%	13,8%	41,8%	71,5%	22,8%	62,5%
Conditioned openness to diversity	64,3%	84,0%	47,3%	20,8%	62,0%	36,5%
Rejection of diversity	4,5%	2,3%	11,0%	7,8%	15,3%	1,0%
Total	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

All countries

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
	Very much	Very much	Very much	Very much	Very much	Very much
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	25%	27%	20%	3%	34%	20%
Films/series of Maghreb	2%	2%	2%	0%	7%	2%
Turkish films/series	8%	10%	8%	9%	26%	20%
Middle eastern films/series	1%	17%	8%	1%	21%	11%
Sub-Saharan films/series	0%	1%	2%	1%	4%	0%
American (USA) films/series	31%	12%	22%	42%	16%	24%
Latin American films/series	6%	3%	5%	1%	11%	8%
European films/series	21%	17%	16%	21%	14%	22%
Indian films/series	23%	2%	6%	3%	15%	4%
Other Asian films/series	2%	9%	3%	0%	17%	3%

All countries



## ANNEX 3: TABLES EGYPT

### MEDIA FRUITION HABITS BY URBAN-RURAL DIVIDE

How much time do you watch TV?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	4,4%	6,1%
1-2 times per month	2,5%	8,7%
1-2 times per week	12,7%	15,3%
1-2 hours per day	39,2%	25,0%
3-4 hours per day	20,6%	23,0%
more than 4 hours per day	20,6%	21,9%
Total	100,0%	100,0%

Country: Egypt

How much time do you use the Internet?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	17,6%	27,0%
1-2 times per month	2,9%	2,0%
1-2 times per week	8,3%	7,1%
1-2 hours per day	25,5%	19,4%
3-4 hours per day	15,7%	10,7%
more than 4 hours per day	29,9%	33,7%
Total	100,0%	100,0%

Country: Egypt



### How much time do you use smartphone/tablet?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	8,3%	20,4%
1-2 times per month	,5%	2,0%
1-2 times per week	1,0%	2,6%
1-2 hours per day	17,6%	25,0%
3-4 hours per day	21,6%	16,3%
more than 4 hours per day	51,0%	33,7%
Total	100,0%	100,0%

Country: Egypt

### Do you use the following social networks?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	87,7%	12,3%	100,0%	76,5%	23,5%	100,0%
Twitter	37,3%	62,7%	100,0%	23,5%	76,5%	100,0%
Instagram	38,7%	61,3%	100,0%	27,6%	72,4%	100,0%
Youtube	73,5%	26,5%	100,0%	52,0%	48,0%	100,0%
WhatsApp	83,8%	16,2%	100,0%	70,4%	29,6%	100,0%

Country: Egypt





## FILM/TV SERIALS CONSUMPTION HABITS BY URBAN-RURAL DIVIDE

How often do you go to cinema halls?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	36,3%	59,7%
1-2 times per year	31,4%	19,9%
1-2 times per month	21,1%	11,7%
1-2 times per week	11,3%	8,7%
Total	100,0%	100,0%

Country: Egypt

How often do you go to film festivals?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	72,5%	83,7%
1-2 times per year	23,0%	11,2%
1-2 times per month	2,9%	3,6%
1-2 times per week	1,5%	1,5%
Total	100,0%	100,0%

Country: Egypt



### How often do you watch movies/series at home?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	4,4%	6,1%
1-2 times per month	11,8%	27,6%
1-2 times per week	25,0%	17,9%
Every day	58,8%	48,5%
Total	100,0%	100,0%

Country: Egypt

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	61,3%	38,7%	100,0%	54,1%	45,9%	100,0%
Not enough time, because of household chores, care of child, etc	27,5%	72,5%	100,0%	28,6%	71,4%	100,0%
Husband/family prohibition	16,7%	83,3%	100,0%	19,4%	80,6%	100,0%
Bad quality of the available offer	52,9%	47,1%	100,0%	26,5%	73,5%	100,0%
Poor quality of the available offer	56,4%	43,6%	100,0%	29,1%	70,9%	100,0%
Lack of financial resources/ticket price/price of TV subscription	29,4%	70,6%	100,0%	30,6%	69,4%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	33,8%	66,2%	100,0%	50,0%	50,0%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	13,7%	86,3%	100,0%	17,9%	82,1%	100,0%
Cinema opening times/TV series schedule	39,7%	60,3%	100,0%	21,9%	78,1%	100,0%
Because of stereotypes linked to going to the cinema	19,1%	80,9%	100,0%	18,4%	81,6%	100,0%
Other obstacles	11,8%	88,2%	100,0%	12,2%	87,8%	100,0%

Country: Egypt



### Which medium do you use for watching movies/series at home?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	88,7%	11,3%	100,0%	87,8%	12,2%	100,0%
Internet	68,1%	31,9%	100,0%	44,9%	55,1%	100,0%
DVD, Bluray, USB, etc	38,7%	61,3%	100,0%	14,3%	85,7%	100,0%

Country: Egypt

### Do you use any subscriptions to watch movies/series?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Yes	20,6%	12,8%
No	79,4%	87,2%
Total	100,0%	100,0%

Country: Egypt



**Would you be interested in any of the following initiatives?**

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	66,7%	33,3%	100,0%	56,1%	43,9%	100,0%
Cineforum, cinema club: films followed by discussion	62,7%	37,3%	100,0%	44,4%	55,6%	100,0%
Movie screening with reduced ticket price	57,4%	42,6%	100,0%	51,5%	48,5%	100,0%
Movie screening in different time slots during the day	62,7%	37,3%	100,0%	39,3%	60,7%	100,0%
Transportation to reach cinema halls	58,3%	41,7%	100,0%	42,9%	57,1%	100,0%
Cinema festivals	54,9%	45,1%	100,0%	32,7%	67,3%	100,0%
Itinerant movie exhibitions	57,8%	42,2%	100,0%	36,7%	63,3%	100,0%
Seminars on the history of the movie open to public	56,4%	43,6%	100,0%	36,7%	63,3%	100,0%
Education to cinema and screening movies in the schools	50,5%	49,5%	100,0%	36,7%	63,3%	100,0%
Opening of video store	49,0%	51,0%	100,0%	29,6%	70,4%	100,0%
Opening of video library within local institutions	51,5%	48,5%	100,0%	31,1%	68,9%	100,0%
Regular screening of movies in private premises	62,7%	37,3%	100,0%	32,7%	67,3%	100,0%
Availability of free downloads or discount price downloads from the web	72,5%	27,5%	100,0%	42,3%	57,7%	100,0%
Greater offer of movies or TV series on television	72,5%	27,5%	100,0%	42,3%	57,7%	100,0%
Providing local community with a projector	62,7%	37,3%	100,0%	51,5%	48,5%	100,0%

Country: Egypt



### Which kind of movies/series do you prefer?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	18,1%	19,4%
Engaged / committed to a cause movies/TV series	11,8%	11,2%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	39,2%	30,6%
No specific preferences	30,9%	38,8%
Total	100,0%	100,0%

Country: Egypt

### Which genre of movies/series do you prefer?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	78,4%	21,6%	100,0%	83,2%	16,8%	100,0%
Action/adventure	59,3%	40,7%	100,0%	52,6%	47,4%	100,0%
Drama	79,9%	20,1%	100,0%	62,8%	37,2%	100,0%
Documentary	53,4%	46,6%	100,0%	33,7%	66,3%	100,0%
Romantic	38,2%	61,8%	100,0%	39,8%	60,2%	100,0%
Horror/thriller	43,1%	56,9%	100,0%	34,2%	65,8%	100,0%
Children/family	65,2%	34,8%	100,0%	53,6%	46,4%	100,0%
Religion	41,2%	58,8%	100,0%	48,0%	52,0%	100,0%
Indian movies	33,3%	66,7%	100,0%	37,2%	62,8%	100,0%

Country: Egypt



### How much do you appreciate movies/series from the following countries?

	Urban					Rural				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	58,8%	31,4%	9,8%	,0%	100,0%	54,6%	36,7%	7,1%	1,5%	100,0%
Films/series of Maghreb	,5%	7,4%	11,3%	80,9%	100,0%	1,5%	6,1%	15,3%	77,0%	100,0%
Turkish films/series	19,1%	18,6%	34,3%	27,9%	100,0%	23,5%	16,3%	21,9%	38,3%	100,0%
Middle eastern films/series	3,9%	6,4%	25,5%	64,2%	100,0%	4,1%	9,7%	14,3%	71,9%	100,0%
Sub-saharan Africa films/series	1,5%	5,4%	12,7%	80,4%	100,0%	1,5%	3,6%	12,2%	82,7%	100,0%
American (USA) films/series	49,0%	23,5%	10,8%	16,7%	100,0%	31,1%	17,9%	9,2%	41,8%	100,0%
Latin American films/series	11,3%	21,1%	11,8%	55,9%	100,0%	5,1%	8,7%	11,2%	75,0%	100,0%
European films/series	27,0%	22,5%	19,6%	30,9%	100,0%	13,8%	12,2%	14,8%	59,2%	100,0%
Indian films/series	29,9%	13,7%	34,3%	22,1%	100,0%	28,1%	13,3%	21,9%	36,7%	100,0%
Other Asian films/series	2,9%	9,3%	14,7%	73,0%	100,0%	4,1%	4,6%	13,8%	77,6%	100,0%

Country: Egypt





### What does influence you most in choosing film/series?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	34,3%	65,7%	100,0%	17,9%	82,1%	100,0%
Newspaper articles, specialised magazines	41,2%	58,8%	100,0%	26,0%	74,0%	100,0%
Advertisement/trailers on radio or television	64,7%	35,3%	100,0%	64,8%	35,2%	100,0%
Advertisement/trailers on the Internet	53,9%	46,1%	100,0%	39,8%	60,2%	100,0%
Opinions or rumours in the social networks	58,3%	41,7%	100,0%	39,8%	60,2%	100,0%
Word of mouth	79,9%	20,1%	100,0%	59,7%	40,3%	100,0%
Presence of a specific actor or director	63,7%	36,3%	100,0%	48,5%	51,5%	100,0%
Reputation of the film director	50,5%	49,5%	100,0%	23,5%	76,5%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	64,2%	35,8%	100,0%	50,5%	49,5%	100,0%

Country: Egypt



## SENSITIVITY TO SOCIAL ISSUES BY URBAN-RURAL DIVIDE

What is your attitude towards women producers/directors of films/series?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
I don't like most movies / series made by women	5,4%	7,1%
I like most movies / series made by women	10,8%	11,2%
In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders	69,6%	73,5%
In their battle for parity women must establish themselves also in the filmmaking sector	6,9%	2,6%
Women shouldn't do cinema, it's not their job	7,4%	5,6%
Total	100,0%	100,0%

Country: Egypt



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Urban				Rural			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	57,4%	28,9%	13,7%	100,0%	44,4%	38,8%	16,8%	100,0%
Youth problems	51,5%	39,7%	8,8%	100,0%	45,9%	42,9%	11,2%	100,0%
The problems of the elderly	33,8%	47,1%	19,1%	100,0%	28,6%	50,0%	21,4%	100,0%
The problems of people with disabilities	31,9%	47,5%	20,6%	100,0%	28,1%	42,3%	29,6%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	44,6%	29,4%	26,0%	100,0%	28,6%	35,7%	35,7%	100,0%
Violence against women	49,5%	23,5%	27,0%	100,0%	34,2%	28,1%	37,8%	100,0%
Sexual exploitation of women and children	59,3%	16,2%	24,5%	100,0%	38,8%	16,3%	44,9%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	40,2%	29,4%	30,4%	100,0%	16,3%	28,1%	55,6%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	54,4%	24,5%	21,1%	100,0%	32,1%	27,0%	40,8%	100,0%
International jihadist terrorism, youth joining terrorist groups	30,9%	29,4%	39,7%	100,0%	33,2%	23,0%	43,9%	100,0%

Country: Egypt



#### Ideal model of society as for relations between women and men

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	47,5%	21,4%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	36,8%	42,9%
Women engage more in family care, children education; men in work, politics, power/exercise authority	15,7%	35,7%
Total	100,0%	100,0%

Country: Egypt

#### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Urban					Rural				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	21,1%	37,7%	40,7%	,5%	100,0%	31,6%	50,0%	14,3%	4,1%	100,0%
Films/series of Maghreb	,0%	6,9%	6,4%	86,8%	100,0%	3,6%	5,1%	4,1%	87,2%	100,0%
Turkish films/series	7,8%	17,6%	21,6%	52,9%	100,0%	9,7%	14,8%	16,3%	59,2%	100,0%
Middle eastern films/series	2,5%	2,9%	12,7%	81,9%	100,0%	2,6%	5,6%	6,1%	85,7%	100,0%
Sub-Saharan African films/series	,5%	2,5%	6,9%	90,2%	100,0%	1,0%	2,6%	6,1%	90,3%	100,0%
American (USA) films/series	38,7%	15,2%	22,1%	24,0%	100,0%	16,3%	9,7%	23,0%	51,0%	100,0%
Latin American films/series	6,4%	15,2%	8,8%	69,6%	100,0%	2,6%	7,7%	7,1%	82,7%	100,0%
European films/series	28,4%	13,7%	15,2%	42,6%	100,0%	12,8%	7,1%	11,7%	68,4%	100,0%
Indian films/series	5,9%	22,5%	28,4%	43,1%	100,0%	9,2%	28,1%	10,7%	52,0%	100,0%
Other Asian films/series	1,0%	4,4%	9,8%	84,8%	100,0%	2,0%	4,1%	5,6%	88,3%	100,0%

Country: Egypt



#### Ideal model of society as for relations with minorities

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Promotion of diversity	42,2%	19,9%
Conditioned openness to diversity	54,9%	74,0%
Rejection of diversity	2,9%	6,1%
Total	100,0%	100,0%

Country: Egypt

#### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Urban					Rural				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	17,2%	41,7%	39,7%	1,5%	100,0%	33,2%	51,5%	11,7%	3,6%	100,0%
Films/series of Maghreb	1,0%	4,4%	6,9%	87,7%	100,0%	2,6%	4,6%	8,2%	84,7%	100,0%
Turkish films/series	7,4%	17,2%	16,7%	58,8%	100,0%	8,7%	19,4%	14,8%	57,1%	100,0%
Middle eastern films/series	,5%	5,9%	11,3%	82,4%	100,0%	2,0%	3,6%	10,2%	84,2%	100,0%
Sub-Saharan films/series	,5%	2,5%	9,8%	87,3%	100,0%	,0%	2,6%	7,7%	89,8%	100,0%
American (USA) films/series	42,2%	19,1%	17,2%	21,6%	100,0%	19,4%	13,3%	17,9%	49,5%	100,0%
Latin American films/series	6,9%	10,8%	11,8%	70,6%	100,0%	4,1%	5,6%	7,7%	82,7%	100,0%
European films/series	29,9%	17,6%	11,3%	41,2%	100,0%	12,2%	8,7%	8,7%	70,4%	100,0%
Indian films/series	30,4%	14,7%	14,7%	40,2%	100,0%	15,8%	19,9%	11,7%	52,6%	100,0%
Other Asian films/series	2,9%	3,4%	7,8%	85,8%	100,0%	,5%	3,6%	8,2%	87,8%	100,0%

Country: Egypt



## RURAL, MEDIA FRUITION HABITS BY GENDER DIVIDE

### How much time do you watch TV?

	Sex	
	Male	Female
	Column N %	Column N %
Never	10,2%	2,0%
1-2 times per month	13,3%	4,1%
1-2 times per week	18,4%	12,2%
1-2 hours per day	33,7%	16,3%
3-4 hours per day	18,4%	27,6%
more than 4 hours per day	6,1%	37,8%
Total	100,0%	100,0%

Country: Egypt - Rural population

### How much time do you use the Internet?

	Sex	
	Male	Female
	Column N %	Column N %
Never	23,5%	30,6%
1-2 times per month	1,0%	3,1%
1-2 times per week	8,2%	6,1%
1-2 hours per day	19,4%	19,4%
3-4 hours per day	7,1%	14,3%
more than 4 hours per day	40,8%	26,5%
Total	100,0%	100,0%

Country: Egypt - Rural population



### How much time do you use smartphone/tablet?

	Sex	
	Male	Female
	Column N %	Column N %
Never	18,4%	22,4%
1-2 times per month	1,0%	3,1%
1-2 times per week	1,0%	4,1%
1-2 hours per day	21,4%	28,6%
3-4 hours per day	17,3%	15,3%
more than 4 hours per day	40,8%	26,5%
Total	100,0%	100,0%

Country: Egypt - Rural population

### Do you use the following social networks?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	79,6%	20,4%	100,0%	73,5%	26,5%	100,0%
Twitter	29,6%	70,4%	100,0%	17,3%	82,7%	100,0%
Instagram	28,6%	71,4%	100,0%	26,5%	73,5%	100,0%
Youtube	59,2%	40,8%	100,0%	44,9%	55,1%	100,0%
WhatsApp	74,5%	25,5%	100,0%	66,3%	33,7%	100,0%

Country: Egypt - Rural population





## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY GENDER DIVIDE

How often do you go to cinema halls?

	Sex	
	Male	Female
	Column N %	Column N %
Never	51,0%	68,4%
1-2 times per year	19,4%	20,4%
1-2 times per month	18,4%	5,1%
1-2 times per week	11,2%	6,1%
Total	100,0%	100,0%

Country: Egypt - Rural population

How often do you go to film festivals?

	Sex	
	Male	Female
	Column N %	Column N %
Never	77,6%	89,8%
1-2 times per year	16,3%	6,1%
1-2 times per month	4,1%	3,1%
1-2 times per week	2,0%	1,0%
Total	100,0%	100,0%

Country: Egypt - Rural population



### How often do you watch movies/series at home?

	Sex	
	Male	Female
	Column N %	Column N %
Never	8,2%	4,1%
1-2 times per month	40,8%	14,3%
1-2 times per week	17,3%	18,4%
Every day	33,7%	63,3%
Total	100,0%	100,0%

Country: Egypt - Rural population

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	74,5%	25,5%	100,0%	33,7%	66,3%	100,0%
Not enough time, because of household chores, care of child, etc	7,1%	92,9%	100,0%	50,0%	50,0%	100,0%
Husband/family prohibition	2,0%	98,0%	100,0%	36,7%	63,3%	100,0%
Bad quality of the available offer	26,5%	73,5%	100,0%	26,5%	73,5%	100,0%
Poor quality of the available offer	31,6%	68,4%	100,0%	26,5%	73,5%	100,0%
Lack of financial resources/ticket price/price of TV subscription	37,8%	62,2%	100,0%	23,5%	76,5%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	58,2%	41,8%	100,0%	41,8%	58,2%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	17,3%	82,7%	100,0%	18,4%	81,6%	100,0%
Cinema opening times/TV series schedule	22,4%	77,6%	100,0%	21,4%	78,6%	100,0%
Because of stereotypes linked to going to the cinema	9,2%	90,8%	100,0%	27,6%	72,4%	100,0%
Other obstacles	9,2%	90,8%	100,0%	15,3%	84,7%	100,0%

Country: Egypt - Rural population



**Which medium do you use for watching movies/series at home?**

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	83,7%	16,3%	100,0%	91,8%	8,2%	100,0%
Internet	46,9%	53,1%	100,0%	42,9%	57,1%	100,0%
DVD, Bluray, USB, etc	18,4%	81,6%	100,0%	10,2%	89,8%	100,0%

Country: Egypt - Rural population

**Do you use any subscriptions to watch movies/series?**

	Sex	
	Male	Female
	Column N %	Column N %
Yes	12,2%	13,3%
No	87,8%	86,7%
Total	100,0%	100,0%

Country: Egypt - Rural population



Would you be interested in any of the following initiatives?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	65,3%	34,7%	100,0%	46,9%	53,1%	100,0%
Cineforum, cinema club: films followed by discussion	48,0%	52,0%	100,0%	40,8%	59,2%	100,0%
Movie screening with reduced ticket price	56,1%	43,9%	100,0%	46,9%	53,1%	100,0%
Movie screening in different time slots during the day	40,8%	59,2%	100,0%	37,8%	62,2%	100,0%
Transportation to reach cinema halls	46,9%	53,1%	100,0%	38,8%	61,2%	100,0%
Cinema festivals	37,8%	62,2%	100,0%	27,6%	72,4%	100,0%
Itinerant movie exhibitions	41,8%	58,2%	100,0%	31,6%	68,4%	100,0%
Seminars on the history of the movie open to public	43,9%	56,1%	100,0%	29,6%	70,4%	100,0%
Education to cinema and screening movies in the schools	43,9%	56,1%	100,0%	29,6%	70,4%	100,0%
Opening of video store	31,6%	68,4%	100,0%	27,6%	72,4%	100,0%
Opening of video library within local institutions	36,7%	63,3%	100,0%	25,5%	74,5%	100,0%
Regular screening of movies in private premises	39,8%	60,2%	100,0%	25,5%	74,5%	100,0%
Availability of free downloads or discount price downloads from the web	40,8%	59,2%	100,0%	43,9%	56,1%	100,0%
Greater offer of movies or TV series on television	34,7%	65,3%	100,0%	50,0%	50,0%	100,0%
Providing local community with a projector	60,2%	39,8%	100,0%	42,9%	57,1%	100,0%

Country: Egypt - Rural population



### Which kind of movies/series do you prefer?

	Sex	
	Male	Female
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	21,4%	17,3%
Engaged / committed to a cause movies/TV series	9,2%	13,3%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	30,6%	30,6%
No specific preferences	38,8%	38,8%
Total	100,0%	100,0%

Country: Egypt - Rural population

### Which genre of movies/series do you prefer?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	79,6%	20,4%	100,0%	86,7%	13,3%	100,0%
Action/adventure	65,3%	34,7%	100,0%	39,8%	60,2%	100,0%
Drama	53,1%	46,9%	100,0%	72,4%	27,6%	100,0%
Documentary	42,9%	57,1%	100,0%	24,5%	75,5%	100,0%
Romantic	14,3%	85,7%	100,0%	65,3%	34,7%	100,0%
Horror/thriller	39,8%	60,2%	100,0%	28,6%	71,4%	100,0%
Children/family	41,8%	58,2%	100,0%	65,3%	34,7%	100,0%
Religion	41,8%	58,2%	100,0%	54,1%	45,9%	100,0%
Indian movies	19,4%	80,6%	100,0%	55,1%	44,9%	100,0%

Country: Egypt - Rural population



### How much do you appreciate movies/series from the following countries?

	Male					Female				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	49,0%	39,8%	9,2%	2,0%	100,0%	60,2%	33,7%	5,1%	1,0%	100,0%
Films/series of Maghreb	3,1%	8,2%	17,3%	71,4%	100,0%	,0%	4,1%	13,3%	82,7%	100,0%
Turkish films/series	3,1%	10,2%	30,6%	56,1%	100,0%	43,9%	22,4%	13,3%	20,4%	100,0%
Middle eastern films/series	3,1%	13,3%	19,4%	64,3%	100,0%	5,1%	6,1%	9,2%	79,6%	100,0%
Sub-saharan Africa films/series	2,0%	5,1%	17,3%	75,5%	100,0%	1,0%	2,0%	7,1%	89,8%	100,0%
American (USA) films/series	37,8%	20,4%	10,2%	31,6%	100,0%	24,5%	15,3%	8,2%	52,0%	100,0%
Latin American films/series	8,2%	7,1%	16,3%	68,4%	100,0%	2,0%	10,2%	6,1%	81,6%	100,0%
European films/series	15,3%	10,2%	18,4%	56,1%	100,0%	12,2%	14,3%	11,2%	62,2%	100,0%
Indian films/series	14,3%	7,1%	29,6%	49,0%	100,0%	41,8%	19,4%	14,3%	24,5%	100,0%
Other Asian films/series	6,1%	4,1%	19,4%	70,4%	100,0%	2,0%	5,1%	8,2%	84,7%	100,0%

Country: Egypt - Rural population



### What does influence you most in choosing film/series?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	20,4%	79,6%	100,0%	15,3%	84,7%	100,0%
Newspaper articles, specialised magazines	32,7%	67,3%	100,0%	19,4%	80,6%	100,0%
Advertisement/trailers on radio or television	61,2%	38,8%	100,0%	68,4%	31,6%	100,0%
Advertisement/trailers on the Internet	41,8%	58,2%	100,0%	37,8%	62,2%	100,0%
Opinions or rumours in the social networks	40,8%	59,2%	100,0%	38,8%	61,2%	100,0%
Word of mouth	53,1%	46,9%	100,0%	66,3%	33,7%	100,0%
Presence of a specific actor or director	43,9%	56,1%	100,0%	53,1%	46,9%	100,0%
Reputation of the film director	27,6%	72,4%	100,0%	19,4%	80,6%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	41,8%	58,2%	100,0%	59,2%	40,8%	100,0%

Country: Egypt - Rural population





## RURAL, SENSITIVITY TO SOCIAL ISSUES BY GENDER DIVIDE

What is your attitude towards women producers/directors of films/series?

	Sex	
	Male	Female
	Column N %	Column N %
I don't like most movies / series made by women	9,2%	5,1%
I like most movies / series made by women	7,1%	15,3%
In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders	75,5%	71,4%
In their battle for parity women must establish themselves also in the filmmaking sector	2,0%	3,1%
Women shouldn't do cinema, it's not their job	6,1%	5,1%
Total	100,0%	100,0%

Country: Egypt - Rural population



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Male				Female			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	42,9%	38,8%	18,4%	100,0%	45,9%	38,8%	15,3%	100,0%
Youth problems	55,1%	37,8%	7,1%	100,0%	36,7%	48,0%	15,3%	100,0%
The problems of the elderly	30,6%	45,9%	23,5%	100,0%	26,5%	54,1%	19,4%	100,0%
The problems of people with disabilities	27,6%	40,8%	31,6%	100,0%	28,6%	43,9%	27,6%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	17,3%	31,6%	51,0%	100,0%	39,8%	39,8%	20,4%	100,0%
Violence against women	22,4%	20,4%	57,1%	100,0%	45,9%	35,7%	18,4%	100,0%
Sexual exploitation of women and children	32,7%	9,2%	58,2%	100,0%	44,9%	23,5%	31,6%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	16,3%	25,5%	58,2%	100,0%	16,3%	30,6%	53,1%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	33,7%	28,6%	37,8%	100,0%	30,6%	25,5%	43,9%	100,0%
International jihadist terrorism, youth joining terrorist groups	35,7%	26,5%	37,8%	100,0%	30,6%	19,4%	50,0%	100,0%

Country: Egypt - Rural population



#### Ideal model of society as for relations between women and men

	Sex	
	Male	Female
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	12,2%	30,6%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	42,9%	42,9%
Women engage more in family care, children education; men in work, politics, power/exercise authority	44,9%	26,5%
Total	100,0%	100,0%

Country: Egypt - Rural population

#### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Male					Female				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	31,6%	49,0%	14,3%	5,1%	100,0%	31,6%	51,0%	14,3%	3,1%	100,0%
Films/series of Maghreb	6,1%	5,1%	6,1%	82,7%	100,0%	1,0%	5,1%	2,0%	91,8%	100,0%
Turkish films/series	7,1%	7,1%	14,3%	71,4%	100,0%	12,2%	22,4%	18,4%	46,9%	100,0%
Middle eastern films/series	2,0%	5,1%	9,2%	83,7%	100,0%	3,1%	6,1%	3,1%	87,8%	100,0%
Sub-Saharan African films/series	2,0%	3,1%	9,2%	85,7%	100,0%	,0%	2,0%	3,1%	94,9%	100,0%
American (USA) films/series	10,2%	12,2%	34,7%	42,9%	100,0%	22,4%	7,1%	11,2%	59,2%	100,0%
Latin American films/series	3,1%	7,1%	13,3%	76,5%	100,0%	2,0%	8,2%	1,0%	88,8%	100,0%
European films/series	7,1%	8,2%	21,4%	63,3%	100,0%	18,4%	6,1%	2,0%	73,5%	100,0%
Indian films/series	8,2%	11,2%	12,2%	68,4%	100,0%	10,2%	44,9%	9,2%	35,7%	100,0%
Other Asian films/series	2,0%	5,1%	9,2%	83,7%	100,0%	2,0%	3,1%	2,0%	92,9%	100,0%

Country: Egypt - Rural population



### Ideal model of society as for relations with minorities

	Sex	
	Male	Female
	Column N %	Column N %
Promotion of diversity	21,4%	18,4%
Conditioned openness to diversity	68,4%	79,6%
Rejection of diversity	10,2%	2,0%
Total	100,0%	100,0%

Country: Egypt - Rural population

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Male					Female				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	34,7%	43,9%	15,3%	6,1%	100,0%	31,6%	59,2%	8,2%	1,0%	100,0%
Films/series of Maghreb	4,1%	5,1%	11,2%	79,6%	100,0%	1,0%	4,1%	5,1%	89,8%	100,0%
Turkish films/series	8,2%	9,2%	13,3%	69,4%	100,0%	9,2%	29,6%	16,3%	44,9%	100,0%
Middle eastern films/series	2,0%	3,1%	14,3%	80,6%	100,0%	2,0%	4,1%	6,1%	87,8%	100,0%
Sub-Saharan films/series	,0%	4,1%	11,2%	84,7%	100,0%	,0%	1,0%	4,1%	94,9%	100,0%
American (USA) films/series	20,4%	18,4%	21,4%	39,8%	100,0%	18,4%	8,2%	14,3%	59,2%	100,0%
Latin American films/series	6,1%	5,1%	12,2%	76,5%	100,0%	2,0%	6,1%	3,1%	88,8%	100,0%
European films/series	9,2%	10,2%	14,3%	66,3%	100,0%	15,3%	7,1%	3,1%	74,5%	100,0%
Indian films/series	12,2%	9,2%	11,2%	67,3%	100,0%	19,4%	30,6%	12,2%	37,8%	100,0%
Other Asian films/series	1,0%	4,1%	12,2%	82,7%	100,0%	,0%	3,1%	4,1%	92,9%	100,0%

Country: Egypt - Rural population



## RURAL, MEDIA FRUITION HABITS BY AGE DIVIDE

### How much time do you watch TV?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	5,1%	8,3%	6,0%
1-2 times per month	12,2%	,0%	10,0%
1-2 times per week	17,3%	16,7%	10,0%
1-2 hours per day	26,5%	25,0%	22,0%
3-4 hours per day	24,5%	27,1%	16,0%
more than 4 hours per day	14,3%	22,9%	36,0%
Total	100,0%	100,0%	100,0%

Country: Egypt - Rural population

### How much time do you use the Internet?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	8,2%	39,6%	52,0%
1-2 times per month	3,1%	,0%	2,0%
1-2 times per week	9,2%	4,2%	6,0%
1-2 hours per day	21,4%	20,8%	14,0%
3-4 hours per day	12,2%	16,7%	2,0%
more than 4 hours per day	45,9%	18,8%	24,0%
Total	100,0%	100,0%	100,0%

Country: Egypt - Rural population



### How much time do you use smartphone/tablet?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	4,1%	27,1%	46,0%
1-2 times per month	2,0%	4,2%	,0%
1-2 times per week	2,0%	,0%	6,0%
1-2 hours per day	21,4%	37,5%	20,0%
3-4 hours per day	23,5%	12,5%	6,0%
more than 4 hours per day	46,9%	18,8%	22,0%
Total	100,0%	100,0%	100,0%

Country: Egypt - Rural population

### Do you use the following social networks?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	94,9%	5,1%	100,0%	66,7%	33,3%	100,0%	50,0%	50,0%	100,0%
Twitter	36,7%	63,3%	100,0%	12,5%	87,5%	100,0%	8,0%	92,0%	100,0%
Instagram	42,9%	57,1%	100,0%	12,5%	87,5%	100,0%	12,0%	88,0%	100,0%
Youtube	72,4%	27,6%	100,0%	33,3%	66,7%	100,0%	30,0%	70,0%	100,0%
WhatsApp	88,8%	11,2%	100,0%	64,6%	35,4%	100,0%	40,0%	60,0%	100,0%

Country: Egypt - Rural population



## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY AGE DIVIDE

### How often do you go to cinema halls?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	50,0%	64,6%	74,0%
1-2 times per year	21,4%	27,1%	10,0%
1-2 times per month	15,3%	6,3%	10,0%
1-2 times per week	13,3%	2,1%	6,0%
Total	100,0%	100,0%	100,0%

Country: Egypt - Rural population

### How often do you go to film festivals?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	79,6%	87,5%	88,0%
1-2 times per year	13,3%	10,4%	8,0%
1-2 times per month	5,1%	2,1%	2,0%
1-2 times per week	2,0%	,0%	2,0%
Total	100,0%	100,0%	100,0%

Country: Egypt - Rural population





# **How often do you watch movies/series at home?**

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Never	5,1%	8,3%	6,0%
1-2 times per month	30,6%	22,9%	26,0%
1-2 times per week	21,4%	8,3%	20,0%
Every day	42,9%	60,4%	48,0%
Total	100,0%	100,0%	100,0%

Country: Egypt - Rural population



**Which are the main obstacles, if any, that limit your vision of movies/Tv series?**

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	57,1%	42,9%	100,0%	64,6%	35,4%	100,0%	38,0%	62,0%	100,0%
Not enough time, because of household chores, care of child, etc	29,6%	70,4%	100,0%	29,2%	70,8%	100,0%	26,0%	74,0%	100,0%
Husband/family prohibition	16,3%	83,7%	100,0%	25,0%	75,0%	100,0%	20,0%	80,0%	100,0%
Bad quality of the available offer	35,7%	64,3%	100,0%	16,7%	83,3%	100,0%	18,0%	82,0%	100,0%
Poor quality of the available offer	34,7%	65,3%	100,0%	20,8%	79,2%	100,0%	26,0%	74,0%	100,0%
Lack of financial resources/ticket price/price of TV subscription	37,8%	62,2%	100,0%	27,1%	72,9%	100,0%	20,0%	80,0%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	51,0%	49,0%	100,0%	52,1%	47,9%	100,0%	46,0%	54,0%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	18,4%	81,6%	100,0%	16,7%	83,3%	100,0%	18,0%	82,0%	100,0%
Cinema opening times/TV series schedule	24,5%	75,5%	100,0%	20,8%	79,2%	100,0%	18,0%	82,0%	100,0%
Because of stereotypes linked to going to the cinema	21,4%	78,6%	100,0%	16,7%	83,3%	100,0%	14,0%	86,0%	100,0%
Other obstacles	11,2%	88,8%	100,0%	12,5%	87,5%	100,0%	14,0%	86,0%	100,0%

Country: Egypt - Rural population



### Which medium do you use for watching movies/series at home?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	85,7%	14,3%	100,0%	85,4%	14,6%	100,0%	94,0%	6,0%	100,0%
Internet	59,2%	40,8%	100,0%	39,6%	60,4%	100,0%	22,0%	78,0%	100,0%
DVD, Bluray, USB, etc	21,4%	78,6%	100,0%	12,5%	87,5%	100,0%	2,0%	98,0%	100,0%

Country: Egypt - Rural population

### Do you use any subscriptions to watch movies/series?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Yes	18,4%	10,4%	4,0%
No	81,6%	89,6%	96,0%
Total	100,0%	100,0%	100,0%

Country: Egypt - Rural population



**Would you be interested in any of the following initiatives?**

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	65,3%	34,7%	100,0%	50,0%	50,0%	100,0%	44,0%	56,0%	100,0%
Cineforum, cinema club: films followed by discussion	55,1%	44,9%	100,0%	35,4%	64,6%	100,0%	32,0%	68,0%	100,0%
Movie screening with reduced ticket price	64,3%	35,7%	100,0%	43,8%	56,3%	100,0%	34,0%	66,0%	100,0%
Movie screening in different time slots during the day	46,9%	53,1%	100,0%	35,4%	64,6%	100,0%	28,0%	72,0%	100,0%
Transportation to reach cinema halls	52,0%	48,0%	100,0%	37,5%	62,5%	100,0%	30,0%	70,0%	100,0%
Cinema festivals	38,8%	61,2%	100,0%	31,3%	68,8%	100,0%	22,0%	78,0%	100,0%
Itinerant movie exhibitions	44,9%	55,1%	100,0%	37,5%	62,5%	100,0%	20,0%	80,0%	100,0%
Seminars on the history of the movie open to public	40,8%	59,2%	100,0%	37,5%	62,5%	100,0%	28,0%	72,0%	100,0%
Education to cinema and screening movies in the schools	39,8%	60,2%	100,0%	37,5%	62,5%	100,0%	30,0%	70,0%	100,0%
Opening of video store	36,7%	63,3%	100,0%	27,1%	72,9%	100,0%	18,0%	82,0%	100,0%
Opening of video library within local institutions	37,8%	62,2%	100,0%	29,2%	70,8%	100,0%	20,0%	80,0%	100,0%
Regular screening of movies in private premises	37,8%	62,2%	100,0%	31,3%	68,8%	100,0%	24,0%	76,0%	100,0%
Availability of free downloads or discount price downloads from the web	54,1%	45,9%	100,0%	37,5%	62,5%	100,0%	24,0%	76,0%	100,0%
Greater offer of movies or TV series on television	53,1%	46,9%	100,0%	41,7%	58,3%	100,0%	22,0%	78,0%	100,0%
Providing local community with a projector	56,1%	43,9%	100,0%	52,1%	47,9%	100,0%	42,0%	58,0%	100,0%

Country: Egypt - Rural population



### Which kind of movies/series do you prefer?

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Amusement/Entertainment (action, crime, comedy...)	19,4%	29,2%	10,0%
Engaged / committed to a cause movies/TV series	10,2%	12,5%	12,0%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	38,8%	20,8%	24,0%
No specific preferences	31,6%	37,5%	54,0%
Total	100,0%	100,0%	100,0%

Country: Egypt - Rural population

### Which genre of movies/series do you prefer?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	89,8%	10,2%	100,0%	72,9%	27,1%	100,0%	80,0%	20,0%	100,0%
Action/adventure	70,4%	29,6%	100,0%	45,8%	54,2%	100,0%	24,0%	76,0%	100,0%
Drama	62,2%	37,8%	100,0%	62,5%	37,5%	100,0%	64,0%	36,0%	100,0%
Documentary	41,8%	58,2%	100,0%	25,0%	75,0%	100,0%	26,0%	74,0%	100,0%
Romantic	44,9%	55,1%	100,0%	43,8%	56,3%	100,0%	26,0%	74,0%	100,0%
Horror/thriller	43,9%	56,1%	100,0%	27,1%	72,9%	100,0%	22,0%	78,0%	100,0%
Children/family	59,2%	40,8%	100,0%	43,8%	56,3%	100,0%	52,0%	48,0%	100,0%
Religion	43,9%	56,1%	100,0%	47,9%	52,1%	100,0%	56,0%	44,0%	100,0%
Indian movies	39,8%	60,2%	100,0%	47,9%	52,1%	100,0%	22,0%	78,0%	100,0%

Country: Egypt - Rural population



### How much do you appreciate movies/series from the following countries?

	Age 25-					Age 25-44					Age 45+				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	55,1%	36,7%	6,1%	2,0%	100,0%	52,1%	37,5%	8,3%	2,1%	100,0%	56,0%	36,0%	8,0%	,0%	100,0%
Films/series of Maghreb	1,0%	7,1%	16,3%	75,5%	100,0%	2,1%	4,2%	16,7%	77,1%	100,0%	2,0%	6,0%	12,0%	80,0%	100,0%
Turkish films/series	25,5%	21,4%	24,5%	28,6%	100,0%	27,1%	10,4%	25,0%	37,5%	100,0%	16,0%	12,0%	14,0%	58,0%	100,0%
Middle eastern films/series	1,0%	11,2%	17,3%	70,4%	100,0%	6,3%	8,3%	12,5%	72,9%	100,0%	8,0%	8,0%	10,0%	74,0%	100,0%
Sub-saharan Africa films/series	1,0%	7,1%	13,3%	78,6%	100,0%	4,2%	,0%	10,4%	85,4%	100,0%	,0%	,0%	12,0%	88,0%	100,0%
American (USA) films/series	41,8%	26,5%	10,2%	21,4%	100,0%	29,2%	8,3%	12,5%	50,0%	100,0%	12,0%	10,0%	4,0%	74,0%	100,0%
Latin American films/series	3,1%	11,2%	13,3%	72,4%	100,0%	6,3%	6,3%	12,5%	75,0%	100,0%	8,0%	6,0%	6,0%	80,0%	100,0%
European films/series	15,3%	17,3%	19,4%	48,0%	100,0%	14,6%	10,4%	14,6%	60,4%	100,0%	10,0%	4,0%	6,0%	80,0%	100,0%
Indian films/series	32,7%	10,2%	30,6%	26,5%	100,0%	27,1%	25,0%	14,6%	33,3%	100,0%	20,0%	8,0%	12,0%	60,0%	100,0%
Other Asian films/series	2,0%	3,1%	17,3%	77,6%	100,0%	4,2%	12,5%	8,3%	75,0%	100,0%	8,0%	,0%	12,0%	80,0%	100,0%

Country: Egypt - Rural population



### What does influence you most in choosing film/series?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	21,4%	78,6%	100,0%	16,7%	83,3%	100,0%	12,0%	88,0%	100,0%
Newspaper articles, specialised magazines	27,6%	72,4%	100,0%	22,9%	77,1%	100,0%	26,0%	74,0%	100,0%
Advertisement/trailers on radio or television	64,3%	35,7%	100,0%	70,8%	29,2%	100,0%	60,0%	40,0%	100,0%
Advertisement/trailers on the Internet	53,1%	46,9%	100,0%	33,3%	66,7%	100,0%	20,0%	80,0%	100,0%
Opinions or rumours in the social networks	51,0%	49,0%	100,0%	35,4%	64,6%	100,0%	22,0%	78,0%	100,0%
Word of mouth	71,4%	28,6%	100,0%	50,0%	50,0%	100,0%	46,0%	54,0%	100,0%
Presence of a specific actor or director	53,1%	46,9%	100,0%	54,2%	45,8%	100,0%	34,0%	66,0%	100,0%
Reputation of the film director	26,5%	73,5%	100,0%	20,8%	79,2%	100,0%	20,0%	80,0%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	58,2%	41,8%	100,0%	47,9%	52,1%	100,0%	38,0%	62,0%	100,0%

Country: Egypt - Rural population





## RURAL, SENSITIVITY TO SOCIAL ISSUES BY AGE DIVIDE

What is your attitude towards women producers/directors of films/series?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
I don't like most movies / series made by women	5,1%	10,4%	8,0%
I like most movies / series made by women	18,4%	6,3%	2,0%
In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders	70,4%	72,9%	80,0%
In their battle for parity women must establish themselves also in the filmmaking sector	2,0%	6,3%	,0%
Women shouldn't do cinema, it's not their job	4,1%	4,2%	10,0%
Total	100,0%	100,0%	100,0%

Country: Egypt - Rural population



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Age 25-				Age 25-44				Age 45+			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	48,0%	40,8%	11,2%	100,0%	45,8%	37,5%	16,7%	100,0%	36,0%	36,0%	28,0%	100,0%
Youth problems	53,1%	41,8%	5,1%	100,0%	45,8%	39,6%	14,6%	100,0%	32,0%	48,0%	20,0%	100,0%
The problems of the elderly	23,5%	60,2%	16,3%	100,0%	22,9%	52,1%	25,0%	100,0%	44,0%	28,0%	28,0%	100,0%
The problems of people with disabilities	30,6%	44,9%	24,5%	100,0%	22,9%	41,7%	35,4%	100,0%	28,0%	38,0%	34,0%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	39,8%	39,8%	20,4%	100,0%	20,8%	31,3%	47,9%	100,0%	14,0%	32,0%	54,0%	100,0%
Violence against women	48,0%	28,6%	23,5%	100,0%	22,9%	29,2%	47,9%	100,0%	18,0%	26,0%	56,0%	100,0%
Sexual exploitation of women and children	49,0%	13,3%	37,8%	100,0%	33,3%	16,7%	50,0%	100,0%	24,0%	22,0%	54,0%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	25,5%	34,7%	39,8%	100,0%	4,2%	18,8%	77,1%	100,0%	10,0%	24,0%	66,0%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	37,8%	30,6%	31,6%	100,0%	37,5%	20,8%	41,7%	100,0%	16,0%	26,0%	58,0%	100,0%
International jihadist terrorism, youth joining terrorist groups	33,7%	26,5%	39,8%	100,0%	37,5%	16,7%	45,8%	100,0%	28,0%	22,0%	50,0%	100,0%

Country: Egypt - Rural population



#### Ideal model of society as for relations between women and men

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	29,6%	16,7%	10,0%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	44,9%	37,5%	44,0%
Women engage more in family care, children education; men in work, politics, power/exercise authority	25,5%	45,8%	46,0%
Total	100,0%	100,0%	100,0%

Country: Egypt - Rural population



In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Age 25-					Age 25-44					Age 45+				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	24,5%	51,0%	22,4%	2,0%	100,0%	35,4%	50,0%	10,4%	4,2%	100,0%	42,0%	48,0%	2,0%	8,0%	100,0%
Films/series of Maghreb	3,1%	6,1%	4,1%	86,7%	100,0%	2,1%	4,2%	4,2%	89,6%	100,0%	6,0%	4,0%	4,0%	86,0%	100,0%
Turkish films/series	9,2%	21,4%	18,4%	51,0%	100,0%	12,5%	8,3%	22,9%	56,3%	100,0%	8,0%	8,0%	6,0%	78,0%	100,0%
Middle eastern films/series	2,0%	4,1%	8,2%	85,7%	100,0%	4,2%	6,3%	2,1%	87,5%	100,0%	2,0%	8,0%	6,0%	84,0%	100,0%
Sub-Saharan African films/series	1,0%	3,1%	5,1%	90,8%	100,0%	2,1%	4,2%	2,1%	91,7%	100,0%	,0%	,0%	12,0%	88,0%	100,0%
American (USA) films/series	21,4%	10,2%	34,7%	33,7%	100,0%	14,6%	8,3%	14,6%	62,5%	100,0%	8,0%	10,0%	8,0%	74,0%	100,0%
Latin American films/series	3,1%	6,1%	11,2%	79,6%	100,0%	4,2%	8,3%	2,1%	85,4%	100,0%	,0%	10,0%	4,0%	86,0%	100,0%
European films/series	16,3%	6,1%	17,3%	60,2%	100,0%	12,5%	10,4%	4,2%	72,9%	100,0%	6,0%	6,0%	8,0%	80,0%	100,0%
Indian films/series	6,1%	35,7%	15,3%	42,9%	100,0%	18,8%	29,2%	6,3%	45,8%	100,0%	6,0%	12,0%	6,0%	76,0%	100,0%
Other Asian films/series	1,0%	6,1%	8,2%	84,7%	100,0%	4,2%	2,1%	2,1%	91,7%	100,0%	2,0%	2,0%	4,0%	92,0%	100,0%

Country: Egypt - Rural population



### Ideal model of society as for relations with minorities

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Promotion of diversity	25,5%	18,8%	10,0%
Conditioned openness to diversity	66,3%	79,2%	84,0%
Rejection of diversity	8,2%	2,1%	6,0%
Total	100,0%	100,0%	100,0%

Country: Egypt - Rural population

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Age 25-					Age 25-44					Age 45+				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	26,5%	54,1%	18,4%	1,0%	100,0%	41,7%	50,0%	6,3%	2,1%	100,0%	38,0%	48,0%	4,0%	10,0%	100,0%
Films/series of Maghreb	3,1%	5,1%	11,2%	80,6%	100,0%	4,2%	4,2%	2,1%	89,6%	100,0%	,0%	4,0%	8,0%	88,0%	100,0%
Turkish films/series	8,2%	23,5%	16,3%	52,0%	100,0%	14,6%	16,7%	16,7%	52,1%	100,0%	4,0%	14,0%	10,0%	72,0%	100,0%
Middle eastern films/series	2,0%	5,1%	11,2%	81,6%	100,0%	2,1%	,0%	8,3%	89,6%	100,0%	2,0%	4,0%	10,0%	84,0%	100,0%
Sub-Saharan films/series	,0%	4,1%	8,2%	87,8%	100,0%	,0%	,0%	6,3%	93,8%	100,0%	,0%	2,0%	8,0%	90,0%	100,0%
American (USA) films/series	26,5%	15,3%	27,6%	30,6%	100,0%	18,8%	18,8%	6,3%	56,3%	100,0%	6,0%	4,0%	10,0%	80,0%	100,0%
Latin American films/series	5,1%	5,1%	9,2%	80,6%	100,0%	4,2%	4,2%	4,2%	87,5%	100,0%	2,0%	8,0%	8,0%	82,0%	100,0%
European films/series	13,3%	10,2%	12,2%	64,3%	100,0%	14,6%	12,5%	2,1%	70,8%	100,0%	8,0%	2,0%	8,0%	82,0%	100,0%
Indian films/series	19,4%	20,4%	12,2%	48,0%	100,0%	18,8%	27,1%	12,5%	41,7%	100,0%	6,0%	12,0%	10,0%	72,0%	100,0%
Other Asian films/series	1,0%	4,1%	9,2%	85,7%	100,0%	,0%	,0%	6,3%	93,8%	100,0%	,0%	6,0%	8,0%	86,0%	100,0%

Country: Egypt - Rural population



## RURAL, MEDIA FRUITION HABITS BY EDUCATION DIVIDE

### How much time do you watch TV?

	Level of education	
	Low	High
	Column N %	Column N %
Never	5,9%	6,2%
1-2 times per month	8,8%	8,6%
1-2 times per week	8,8%	16,7%
1-2 hours per day	5,9%	29,0%
3-4 hours per day	20,6%	23,5%
more than 4 hours per day	50,0%	16,0%
Total	100,0%	100,0%

Country: Egypt - Rural population

### How much time do you use the Internet?

	Level of education	
	Low	High
	Column N %	Column N %
Never	85,3%	14,8%
1-2 times per month	,0%	2,5%
1-2 times per week	,0%	8,6%
1-2 hours per day	5,9%	22,2%
3-4 hours per day	2,9%	12,3%
more than 4 hours per day	5,9%	39,5%
Total	100,0%	100,0%

Country: Egypt - Rural population



### How much time do you use smartphone/tablet?

	Level of education	
	Low	High
	Column N %	Column N %
Never	85,3%	6,8%
1-2 times per month	,0%	2,5%
1-2 times per week	,0%	3,1%
1-2 hours per day	5,9%	29,0%
3-4 hours per day	2,9%	19,1%
more than 4 hours per day	5,9%	39,5%
Total	100,0%	100,0%

Country: Egypt - Rural population

### Do you use the following social networks?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	14,7%	85,3%	100,0%	89,5%	10,5%	100,0%
Twitter	2,9%	97,1%	100,0%	27,8%	72,2%	100,0%
Instagram	,0%	100,0%	100,0%	33,3%	66,7%	100,0%
Youtube	2,9%	97,1%	100,0%	62,3%	37,7%	100,0%
WhatsApp	11,8%	88,2%	100,0%	82,7%	17,3%	100,0%

Country: Egypt - Rural population



## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY EDUCATION DIVID

### How often do you go to cinema halls?

	Level of education	
	Low	High
	Column N %	Column N %
Never	94,1%	52,5%
1-2 times per year	2,9%	23,5%
1-2 times per month	,0%	14,2%
1-2 times per week	2,9%	9,9%
Total	100,0%	100,0%

Country: Egypt - Rural population

### How often do you go to film festivals?

	Level of education	
	Low	High
	Column N %	Column N %
Never	97,1%	80,9%
1-2 times per year	2,9%	13,0%
1-2 times per month	,0%	4,3%
1-2 times per week	,0%	1,9%
Total	100,0%	100,0%

Country: Egypt - Rural population





### How often do you watch movies/series at home?

	Level of education	
	Low	High
	Column N %	Column N %
Never	5,9%	6,2%
1-2 times per month	23,5%	28,4%
1-2 times per week	14,7%	18,5%
Every day	55,9%	46,9%
Total	100,0%	100,0%

Country: Egypt - Rural population

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	23,5%	76,5%	100,0%	60,5%	39,5%	100,0%
Not enough time, because of household chores, care of child, etc	17,6%	82,4%	100,0%	30,9%	69,1%	100,0%
Husband/family prohibition	35,3%	64,7%	100,0%	16,0%	84,0%	100,0%
Bad quality of the available offer	,0%	100,0%	100,0%	32,1%	67,9%	100,0%
Poor quality of the available offer	2,9%	97,1%	100,0%	34,6%	65,4%	100,0%
Lack of financial resources/ticket price/price of TV subscription	20,6%	79,4%	100,0%	32,7%	67,3%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	55,9%	44,1%	100,0%	48,8%	51,2%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	8,8%	91,2%	100,0%	19,8%	80,2%	100,0%
Cinema opening times/TV series schedule	8,8%	91,2%	100,0%	24,7%	75,3%	100,0%
Because of stereotypes linked to going to the cinema	5,9%	94,1%	100,0%	21,0%	79,0%	100,0%
Other obstacles	23,5%	76,5%	100,0%	9,9%	90,1%	100,0%

Country: Egypt - Rural population



### Which medium do you use for watching movies/series at home?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	94,1%	5,9%	100,0%	86,4%	13,6%	100,0%
Internet	,0%	100,0%	100,0%	54,3%	45,7%	100,0%
DVD, Bluray, USB, etc	,0%	100,0%	100,0%	17,3%	82,7%	100,0%

Country: Egypt - Rural population

### Do you use any subscriptions to watch movies/series?

	Level of education	
	Low	High
	Column N %	Column N %
Yes	,0%	15,4%
No	100,0%	84,6%
Total	100,0%	100,0%

Country: Egypt - Rural population



Would you be interested in any of the following initiatives?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	26,5%	73,5%	100,0%	62,3%	37,7%	100,0%
Cineforum, cinema club: films followed by discussion	2,9%	97,1%	100,0%	53,1%	46,9%	100,0%
Movie screening with reduced ticket price	20,6%	79,4%	100,0%	58,0%	42,0%	100,0%
Movie screening in different time slots during the day	2,9%	97,1%	100,0%	46,9%	53,1%	100,0%
Transportation to reach cinema halls	14,7%	85,3%	100,0%	48,8%	51,2%	100,0%
Cinema festivals	,0%	100,0%	100,0%	39,5%	60,5%	100,0%
Itinerant movie exhibitions	2,9%	97,1%	100,0%	43,8%	56,2%	100,0%
Seminars on the history of the movie open to public	5,9%	94,1%	100,0%	43,2%	56,8%	100,0%
Education to cinema and screening movies in the schools	2,9%	97,1%	100,0%	43,8%	56,2%	100,0%
Opening of video store	,0%	100,0%	100,0%	35,8%	64,2%	100,0%
Opening of video library within local institutions	,0%	100,0%	100,0%	37,7%	62,3%	100,0%
Regular screening of movies in private premises	,0%	100,0%	100,0%	39,5%	60,5%	100,0%
Availability of free downloads or discount price downloads from the web	,0%	100,0%	100,0%	51,2%	48,8%	100,0%
Greater offer of movies or TV series on television	5,9%	94,1%	100,0%	50,0%	50,0%	100,0%
Providing local community with a projector	44,1%	55,9%	100,0%	53,1%	46,9%	100,0%

Country: Egypt - Rural population



### Which kind of movies/series do you prefer?

	Level of education	
	Low	High
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	8,8%	21,6%
Engaged / committed to a cause movies/TV series	17,6%	9,9%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	2,9%	36,4%
No specific preferences	70,6%	32,1%
Total	100,0%	100,0%

Country: Egypt - Rural population

### Which genre of movies/series do you prefer?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	85,3%	14,7%	100,0%	82,7%	17,3%	100,0%
Action/adventure	5,9%	94,1%	100,0%	62,3%	37,7%	100,0%
Drama	64,7%	35,3%	100,0%	62,3%	37,7%	100,0%
Documentary	5,9%	94,1%	100,0%	39,5%	60,5%	100,0%
Romantic	20,6%	79,4%	100,0%	43,8%	56,2%	100,0%
Horror/thriller	8,8%	91,2%	100,0%	39,5%	60,5%	100,0%
Children/family	44,1%	55,9%	100,0%	55,6%	44,4%	100,0%
Religion	58,8%	41,2%	100,0%	45,7%	54,3%	100,0%
Indian movies	23,5%	76,5%	100,0%	40,1%	59,9%	100,0%

Country: Egypt - Rural population



### How much do you appreciate movies/series from the following countries?

	Low					High				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	38,2%	52,9%	5,9%	2,9%	100,0%	58,0%	33,3%	7,4%	1,2%	100,0%
Films/series of Maghreb	,0%	,0%	5,9%	94,1%	100,0%	1,9%	7,4%	17,3%	73,5%	100,0%
Turkish films/series	14,7%	5,9%	8,8%	70,6%	100,0%	25,3%	18,5%	24,7%	31,5%	100,0%
Middle eastern films/series	,0%	,0%	2,9%	97,1%	100,0%	4,9%	11,7%	16,7%	66,7%	100,0%
Sub-saharan Africa films/series	,0%	,0%	2,9%	97,1%	100,0%	1,9%	4,3%	14,2%	79,6%	100,0%
American (USA) films/series	2,9%	2,9%	2,9%	91,2%	100,0%	37,0%	21,0%	10,5%	31,5%	100,0%
Latin American films/series	,0%	,0%	2,9%	97,1%	100,0%	6,2%	10,5%	13,0%	70,4%	100,0%
European films/series	,0%	,0%	2,9%	97,1%	100,0%	16,7%	14,8%	17,3%	51,2%	100,0%
Indian films/series	11,8%	8,8%	8,8%	70,6%	100,0%	31,5%	14,2%	24,7%	29,6%	100,0%
Other Asian films/series	,0%	,0%	2,9%	97,1%	100,0%	4,9%	5,6%	16,0%	73,5%	100,0%

Country: Egypt - Rural population

### What does influence you most in choosing film/series?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	,0%	100,0%	100,0%	21,6%	78,4%	100,0%
Newspaper articles, specialised magazines	2,9%	97,1%	100,0%	30,9%	69,1%	100,0%
Advertisement/trailers on radio or television	55,9%	44,1%	100,0%	66,7%	33,3%	100,0%
Advertisement/trailers on the Internet	,0%	100,0%	100,0%	48,1%	51,9%	100,0%
Opinions or rumours in the social networks	,0%	100,0%	100,0%	48,1%	51,9%	100,0%
Word of mouth	35,3%	64,7%	100,0%	64,8%	35,2%	100,0%
Presence of a specific actor or director	35,3%	64,7%	100,0%	51,2%	48,8%	100,0%
Reputation of the film director	2,9%	97,1%	100,0%	27,8%	72,2%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	23,5%	76,5%	100,0%	56,2%	43,8%	100,0%

Country: Egypt - Rural population



## RURAL, SENSITIVITY TO SOCIAL ISSUES BY EDUCATION DIVIDE

What is your attitude towards women producers/directors of films/series?

	Level of education	
	Low Column N %	High Column N %
I don't like most movies / series made by women	11,8%	6,2%
I like most movies / series made by women	,0%	13,6%
In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders	76,5%	72,8%
In their battle for parity women must establish themselves also in the filmmaking sector	,0%	3,1%
Women shouldn't do cinema, it's not their job	11,8%	4,3%
Total	100,0%	100,0%

Country: Egypt - Rural population



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Low				High			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	20,6%	52,9%	26,5%	100,0%	49,4%	35,8%	14,8%	100,0%
Youth problems	,0%	79,4%	20,6%	100,0%	55,6%	35,2%	9,3%	100,0%
The problems of the elderly	26,5%	50,0%	23,5%	100,0%	29,0%	50,0%	21,0%	100,0%
The problems of people with disabilities	11,8%	50,0%	38,2%	100,0%	31,5%	40,7%	27,8%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	2,9%	23,5%	73,5%	100,0%	34,0%	38,3%	27,8%	100,0%
Violence against women	2,9%	29,4%	67,6%	100,0%	40,7%	27,8%	31,5%	100,0%
Sexual exploitation of women and children	8,8%	11,8%	79,4%	100,0%	45,1%	17,3%	37,7%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	,0%	8,8%	91,2%	100,0%	19,8%	32,1%	48,1%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	,0%	20,6%	79,4%	100,0%	38,9%	28,4%	32,7%	100,0%
International jihadist terrorism, youth joining terrorist groups	8,8%	20,6%	70,6%	100,0%	38,3%	23,5%	38,3%	100,0%

Country: Egypt - Rural population



### Ideal model of society as for relations between women and men

	Level of education	
	Low	High
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	2,9%	25,3%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	23,5%	46,9%
Women engage more in family care, children education; men in work, politics, power/exercise authority	73,5%	27,8%
Total	100,0%	100,0%

Country: Egypt - Rural population

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Low					High				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	20,6%	64,7%	5,9%	8,8%	100,0%	34,0%	46,9%	16,0%	3,1%	100,0%
Films/series of Maghreb	,0%	,0%	,0%	100,0%	100,0%	4,3%	6,2%	4,9%	84,6%	100,0%
Turkish films/series	5,9%	5,9%	8,8%	79,4%	100,0%	10,5%	16,7%	17,9%	54,9%	100,0%
Middle eastern films/series	,0%	,0%	2,9%	97,1%	100,0%	3,1%	6,8%	6,8%	83,3%	100,0%
Sub-Saharan African films/series	,0%	,0%	,0%	100,0%	100,0%	1,2%	3,1%	7,4%	88,3%	100,0%
American (USA) films/series	,0%	,0%	5,9%	94,1%	100,0%	19,8%	11,7%	26,5%	42,0%	100,0%
Latin American films/series	,0%	,0%	,0%	100,0%	100,0%	3,1%	9,3%	8,6%	79,0%	100,0%
European films/series	,0%	,0%	,0%	100,0%	100,0%	15,4%	8,6%	14,2%	61,7%	100,0%
Indian films/series	2,9%	14,7%	2,9%	79,4%	100,0%	10,5%	30,9%	12,3%	46,3%	100,0%
Other Asian films/series	,0%	,0%	,0%	100,0%	100,0%	2,5%	4,9%	6,8%	85,8%	100,0%

Country: Egypt - Rural population





#### Ideal model of society as for relations with minorities

	Level of education	
	Low	High
	Column N %	Column N %
Promotion of diversity	,0%	24,1%
Conditioned openness to diversity	97,1%	69,1%
Rejection of diversity	2,9%	6,8%
Total	100,0%	100,0%

Country: Egypt - Rural population

#### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Low					High				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	17,6%	70,6%	2,9%	8,8%	100,0%	36,4%	47,5%	13,6%	2,5%	100,0%
Films/series of Maghreb	,0%	,0%	,0%	100,0%	100,0%	3,1%	5,6%	9,9%	81,5%	100,0%
Turkish films/series	,0%	11,8%	5,9%	82,4%	100,0%	10,5%	21,0%	16,7%	51,9%	100,0%
Middle eastern films/series	,0%	2,9%	,0%	97,1%	100,0%	2,5%	3,7%	12,3%	81,5%	100,0%
Sub-Saharan films/series	,0%	,0%	,0%	100,0%	100,0%	,0%	3,1%	9,3%	87,7%	100,0%
American (USA) films/series	,0%	,0%	5,9%	94,1%	100,0%	23,5%	16,0%	20,4%	40,1%	100,0%
Latin American films/series	,0%	,0%	,0%	100,0%	100,0%	4,9%	6,8%	9,3%	79,0%	100,0%
European films/series	,0%	,0%	,0%	100,0%	100,0%	14,8%	10,5%	10,5%	64,2%	100,0%
Indian films/series	2,9%	5,9%	11,8%	79,4%	100,0%	18,5%	22,8%	11,7%	46,9%	100,0%
Other Asian films/series	,0%	,0%	,0%	100,0%	100,0%	,6%	4,3%	9,9%	85,2%	100,0%

Country: Egypt - Rural population



## MEDIA FRUITION HABITS BY COUNTRY

### How much time do you watch TV?

	Country					
	Egypt	Jordan	Lebanon	Morocco	Palestine	Tunisia
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Never	5,3%	2,3%	5,3%	6,8%	10,3%	1,0%
1-2 times per month	5,5%	3,3%	6,0%	4,3%	9,3%	4,3%
1-2 times per week	14,0%	17,3%	22,8%	13,5%	12,5%	8,5%
1-2 hours per day	32,3%	57,0%	46,8%	35,3%	34,0%	38,5%
3-4 hours per day	21,8%	15,5%	12,8%	21,5%	16,8%	24,5%
more than 4 hours per day	21,3%	4,8%	6,5%	18,8%	17,3%	23,3%
Total	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

All countries



## ANNEX 4: TABLES JORDAN

### MEDIA FRUITION HABITS BY URBAN-RURAL DIVIDE

#### How much time do you watch TV?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	3,2%	1,6%
1-2 times per month	1,9%	4,1%
1-2 times per week	13,5%	19,6%
1-2 hours per day	69,0%	49,4%
3-4 hours per day	11,0%	18,4%
more than 4 hours per day	1,3%	6,9%
Total	100,0%	100,0%

Country: Jordan

#### How much time do you use the Internet?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	12,9%	10,6%
1-2 times per month	4,5%	7,8%
1-2 times per week	13,5%	11,8%
1-2 hours per day	48,4%	29,8%
3-4 hours per day	14,2%	26,9%
more than 4 hours per day	6,5%	13,1%
Total	100,0%	100,0%

Country: Jordan



### How much time do you use smartphone/tablet?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	10,3%	8,6%
1-2 times per month	1,9%	2,0%
1-2 times per week	1,9%	4,9%
1-2 hours per day	52,3%	37,1%
3-4 hours per day	23,2%	34,3%
more than 4 hours per day	10,3%	13,1%
Total	100,0%	100,0%

Country: Jordan

### Do you use the following social networks?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	83,9%	16,1%	100,0%	89,4%	10,6%	100,0%
Twitter	20,0%	80,0%	100,0%	29,0%	71,0%	100,0%
Instagram	23,9%	76,1%	100,0%	32,2%	67,8%	100,0%
Youtube	52,9%	47,1%	100,0%	49,8%	50,2%	100,0%
WhatsApp	85,2%	14,8%	100,0%	89,8%	10,2%	100,0%

Country: Jordan



## FILM/TV SERIALS CONSUMPTION HABITS BY URBAN-RURAL DIVIDE

How often do you go to cinema halls?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	51,6%	56,3%
1-2 times per year	32,3%	16,3%
1-2 times per month	12,9%	15,5%
1-2 times per week	3,2%	11,8%
Total	100,0%	100,0%

Country: Jordan

How often do you go to film festivals?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	86,5%	75,5%
1-2 times per year	12,3%	21,6%
1-2 times per month	1,3%	2,0%
1-2 times per week	,0%	,8%
Total	100,0%	100,0%

Country: Jordan



### How often do you watch movies/series at home?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	5,2%	2,9%
1-2 times per month	13,5%	15,1%
1-2 times per week	25,2%	31,4%
Every day	56,1%	50,6%
Total	100,0%	100,0%

Country: Jordan

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	78,1%	21,9%	100,0%	73,9%	26,1%	100,0%
Not enough time, because of household chores, care of child, etc	34,8%	65,2%	100,0%	55,5%	44,5%	100,0%
Husband/family prohibition	5,8%	94,2%	100,0%	9,4%	90,6%	100,0%
Bad quality of the available offer	49,0%	51,0%	100,0%	36,7%	63,3%	100,0%
Poor quality of the available offer	47,1%	52,9%	100,0%	41,2%	58,8%	100,0%
Lack of financial resources/ticket price/price of TV subscription	39,4%	60,6%	100,0%	62,0%	38,0%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	26,5%	73,5%	100,0%	75,5%	24,5%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	3,9%	96,1%	100,0%	9,0%	91,0%	100,0%
Cinema opening times/TV series schedule	55,5%	44,5%	100,0%	52,7%	47,3%	100,0%
Because of stereotypes linked to going to the cinema	43,2%	56,8%	100,0%	48,2%	51,8%	100,0%
Other obstacles	5,2%	94,8%	100,0%	3,3%	96,7%	100,0%

Country: Jordan



**Which medium do you use for watching movies/series at home?**

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	95,5%	4,5%	100,0%	96,3%	3,7%	100,0%
Internet	33,5%	66,5%	100,0%	58,8%	41,2%	100,0%
DVD, Bluray, USB, etc	16,8%	83,2%	100,0%	22,0%	78,0%	100,0%

Country: Jordan

**Do you use any subscriptions to watch movies/series?**

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Yes	10,3%	11,8%
No	89,7%	88,2%
Total	100,0%	100,0%

Country: Jordan



**Would you be interested in any of the following initiatives?**

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	83,2%	16,8%	100,0%	86,9%	13,1%	100,0%
Cineforum, cinema club: films followed by discussion	74,2%	25,8%	100,0%	74,7%	25,3%	100,0%
Movie screening with reduced ticket price	74,8%	25,2%	100,0%	73,5%	26,5%	100,0%
Movie screening in different time slots during the day	59,4%	40,6%	100,0%	64,9%	35,1%	100,0%
Transportation to reach cinema halls	24,5%	75,5%	100,0%	80,0%	20,0%	100,0%
Cinema festivals	63,9%	36,1%	100,0%	88,6%	11,4%	100,0%
Itinerant movie exhibitions	64,5%	35,5%	100,0%	89,8%	10,2%	100,0%
Seminars on the history of the movie open to public	46,5%	53,5%	100,0%	70,6%	29,4%	100,0%
Education to cinema and screening movies in the schools	68,4%	31,6%	100,0%	80,0%	20,0%	100,0%
Opening of video store	30,3%	69,7%	100,0%	63,7%	36,3%	100,0%
Opening of video library within local institutions	63,2%	36,8%	100,0%	91,0%	9,0%	100,0%
Regular screening of movies in private premises	43,2%	56,8%	100,0%	75,1%	24,9%	100,0%
Availability of free downloads or discount price downloads from the web	72,9%	27,1%	100,0%	80,0%	20,0%	100,0%
Greater offer of movies or TV series on television	83,2%	16,8%	100,0%	95,5%	4,5%	100,0%
Providing local community with a projector	63,2%	36,8%	100,0%	91,4%	8,6%	100,0%

Country: Jordan





### Which kind of movies/series do you prefer?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	14,8%	26,1%
Engaged / committed to a cause movies/TV series	21,9%	12,2%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	32,9%	22,0%
No specific preferences	30,3%	39,6%
Total	100,0%	100,0%

Country: Jordan

### Which genre of movies/series do you prefer?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	87,1%	12,9%	100,0%	87,3%	12,7%	100,0%
Action/adventure	63,2%	36,8%	100,0%	73,1%	26,9%	100,0%
Drama	80,6%	19,4%	100,0%	84,1%	15,9%	100,0%
Documentary	70,3%	29,7%	100,0%	80,4%	19,6%	100,0%
Romantic	64,5%	35,5%	100,0%	56,7%	43,3%	100,0%
Horror/thriller	18,7%	81,3%	100,0%	44,5%	55,5%	100,0%
Children/family	74,2%	25,8%	100,0%	60,8%	39,2%	100,0%
Religion	56,1%	43,9%	100,0%	78,0%	22,0%	100,0%
Indian movies	14,2%	85,8%	100,0%	40,4%	59,6%	100,0%

Country: Jordan



### How much do you appreciate movies/series from the following countries?

	Urban					Rural				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	21,9%	69,0%	7,7%	1,3%	100,0%	37,1%	58,0%	4,1%	,8%	100,0%
Films/series of Maghreb	,0%	7,1%	45,2%	47,7%	100,0%	4,9%	15,1%	18,0%	62,0%	100,0%
Turkish films/series	15,5%	38,7%	35,5%	10,3%	100,0%	26,5%	51,4%	17,6%	4,5%	100,0%
Middle eastern films/series	17,4%	66,5%	7,1%	9,0%	100,0%	57,1%	40,4%	,8%	1,6%	100,0%
Sub-saharan Africa films/series	,6%	3,2%	25,2%	71,0%	100,0%	,4%	2,4%	7,3%	89,8%	100,0%
American (USA) films/series	23,2%	53,5%	16,1%	7,1%	100,0%	25,3%	51,0%	11,8%	11,8%	100,0%
Latin American films/series	5,8%	17,4%	36,8%	40,0%	100,0%	9,4%	24,5%	17,1%	49,0%	100,0%
European films/series	22,6%	59,4%	12,3%	5,8%	100,0%	18,4%	42,0%	10,2%	29,4%	100,0%
Indian films/series	5,8%	20,6%	45,2%	28,4%	100,0%	7,3%	40,4%	33,1%	19,2%	100,0%
Other Asian films/series	9,7%	6,5%	25,8%	58,1%	100,0%	23,3%	13,5%	4,1%	59,2%	100,0%

Country: Jordan

### What does influence you most in choosing film/series?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	26,5%	73,5%	100,0%	27,3%	72,7%	100,0%
Newspaper articles, specialised magazines	24,5%	75,5%	100,0%	31,0%	69,0%	100,0%
Advertisement/trailers on radio or television	75,5%	24,5%	100,0%	84,5%	15,5%	100,0%
Advertisement/trailers on the Internet	43,9%	56,1%	100,0%	68,2%	31,8%	100,0%
Opinions or rumours in the social networks	72,9%	27,1%	100,0%	82,4%	17,6%	100,0%
Word of mouth	87,1%	12,9%	100,0%	81,6%	18,4%	100,0%
Presence of a specific actor or director	41,3%	58,7%	100,0%	53,1%	46,9%	100,0%
Reputation of the film director	24,5%	75,5%	100,0%	17,6%	82,4%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	77,4%	22,6%	100,0%	70,6%	29,4%	100,0%

Country: Jordan



## SENSITIVITY TO SOCIAL ISSUES BY URBAN-RURAL DIVIDE

What is your attitude towards women producers/directors of films/series?

	Urban/rural	
	Urban Column N %	Rural Column N %
I don't like most movies / series made by women	1,3%	1,2%
I like most movies / series made by women	7,1%	5,3%
In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders	63,9%	78,0%
In their battle for parity women must establish themselves also in the filmmaking sector	14,2%	7,8%
Women shouldn't do cinema, it's not their job	13,5%	7,8%
Total	100,0%	100,0%

Country: Jordan



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Urban				Rural			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	36,1%	55,5%	8,4%	100,0%	55,1%	37,1%	7,8%	100,0%
Youth problems	30,3%	45,8%	23,9%	100,0%	59,2%	36,7%	4,1%	100,0%
The problems of the elderly	27,7%	48,4%	23,9%	100,0%	35,5%	55,5%	9,0%	100,0%
The problems of people with disabilities	23,9%	40,0%	36,1%	100,0%	26,9%	60,8%	12,2%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	38,1%	41,3%	20,6%	100,0%	51,0%	39,2%	9,8%	100,0%
Violence against women	35,5%	39,4%	25,2%	100,0%	51,0%	42,0%	6,9%	100,0%
Sexual exploitation of women and children	38,7%	21,3%	40,0%	100,0%	64,5%	31,8%	3,7%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	18,7%	45,2%	36,1%	100,0%	16,7%	53,1%	30,2%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	25,2%	38,7%	36,1%	100,0%	21,6%	36,3%	42,0%	100,0%
International jihadist terrorism, youth joining terrorist groups	23,2%	35,5%	41,3%	100,0%	19,2%	43,7%	37,1%	100,0%

Country: Jordan



### Ideal model of society as for relations between women and men

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	27,1%	18,8%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	47,7%	66,9%
Women engage more in family care, children education; men in work, politics, power/exercise authority	25,2%	14,3%
Total	100,0%	100,0%

Country: Jordan

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Urban					Rural				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	11,0%	64,5%	21,9%	2,6%	100,0%	26,9%	64,5%	7,3%	1,2%	100,0%
Films/series of Maghreb	,6%	3,2%	12,9%	83,2%	100,0%	2,0%	13,9%	6,5%	77,6%	100,0%
Turkish films/series	7,7%	47,1%	14,8%	30,3%	100,0%	14,7%	56,3%	11,0%	18,0%	100,0%
Middle eastern films/series	9,0%	69,0%	11,0%	11,0%	100,0%	21,2%	73,5%	1,2%	4,1%	100,0%
Sub-Saharan African films/series	,0%	1,9%	7,1%	91,0%	100,0%	1,2%	,4%	4,5%	93,9%	100,0%
American (USA) films/series	18,7%	49,0%	18,7%	13,5%	100,0%	15,1%	46,9%	12,7%	25,3%	100,0%
Latin American films/series	5,2%	10,3%	11,6%	72,9%	100,0%	3,7%	21,2%	15,1%	60,0%	100,0%
European films/series	20,6%	52,3%	13,5%	13,5%	100,0%	15,9%	42,9%	8,2%	33,1%	100,0%
Indian films/series	5,2%	18,1%	20,0%	56,8%	100,0%	1,6%	33,9%	26,5%	38,0%	100,0%
Other Asian films/series	6,5%	7,1%	3,9%	82,6%	100,0%	12,2%	22,9%	2,0%	62,9%	100,0%

Country: Jordan



#### Ideal model of society as for relations with minorities

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Promotion of diversity	16,8%	11,8%
Conditioned openness to diversity	79,4%	86,9%
Rejection of diversity	3,9%	1,2%
Total	100,0%	100,0%

Country: Jordan

#### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Urban					Rural				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	14,8%	71,6%	10,3%	3,2%	100,0%	34,7%	60,0%	3,7%	1,6%	100,0%
Films/series of Maghreb	,6%	5,8%	5,8%	87,7%	100,0%	2,9%	13,1%	4,5%	79,6%	100,0%
Turkish films/series	9,0%	44,5%	9,7%	36,8%	100,0%	11,0%	59,2%	5,3%	24,5%	100,0%
Middle eastern films/series	6,5%	76,1%	5,8%	11,6%	100,0%	24,1%	69,0%	1,6%	5,3%	100,0%
Sub-Saharan films/series	,0%	,6%	5,8%	93,5%	100,0%	1,6%	,0%	4,5%	93,9%	100,0%
American (USA) films/series	14,2%	55,5%	14,8%	15,5%	100,0%	10,6%	49,4%	11,8%	28,2%	100,0%
Latin American films/series	,0%	16,8%	9,0%	74,2%	100,0%	4,1%	21,6%	14,3%	60,0%	100,0%
European films/series	20,0%	56,1%	8,4%	15,5%	100,0%	15,5%	44,1%	6,9%	33,5%	100,0%
Indian films/series	1,3%	19,4%	12,9%	66,5%	100,0%	2,0%	31,4%	22,0%	44,5%	100,0%
Other Asian films/series	7,7%	7,1%	,6%	84,5%	100,0%	9,8%	24,9%	1,2%	64,1%	100,0%

Country: Jordan



## RURAL, MEDIA FRUITION HABITS BY GENDER DIVIDE

### How much time do you watch TV?

	Sex	
	Male	Female
	Column N %	Column N %
Never	2,5%	,8%
1-2 times per month	5,0%	3,2%
1-2 times per week	19,8%	19,4%
1-2 hours per day	47,1%	51,6%
3-4 hours per day	19,8%	16,9%
more than 4 hours per day	5,8%	8,1%
Total	100,0%	100,0%

Country: Jordan - Rural population

### How much time do you use the Internet?

	Sex	
	Male	Female
	Column N %	Column N %
Never	9,1%	12,1%
1-2 times per month	6,6%	8,9%
1-2 times per week	14,0%	9,7%
1-2 hours per day	31,4%	28,2%
3-4 hours per day	27,3%	26,6%
more than 4 hours per day	11,6%	14,5%
Total	100,0%	100,0%

Country: Jordan - Rural population



### How much time do you use smartphone/tablet?

	Sex	
	Male	Female
	Column N %	Column N %
Never	9,9%	7,3%
1-2 times per month	1,7%	2,4%
1-2 times per week	4,1%	5,6%
1-2 hours per day	32,2%	41,9%
3-4 hours per day	35,5%	33,1%
more than 4 hours per day	16,5%	9,7%
Total	100,0%	100,0%

Country: Jordan - Rural population

### Do you use the following social networks?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	90,1%	9,9%	100,0%	88,7%	11,3%	100,0%
Twitter	34,7%	65,3%	100,0%	23,4%	76,6%	100,0%
Instagram	32,2%	67,8%	100,0%	32,3%	67,7%	100,0%
Youtube	53,7%	46,3%	100,0%	46,0%	54,0%	100,0%
WhatsApp	87,6%	12,4%	100,0%	91,9%	8,1%	100,0%

Country: Jordan - Rural population





## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY GENDER DIVIDE

How often do you go to cinema halls?

	Sex	
	Male	Female
	Column N %	Column N %
Never	50,4%	62,1%
1-2 times per year	14,0%	18,5%
1-2 times per month	18,2%	12,9%
1-2 times per week	17,4%	6,5%
Total	100,0%	100,0%

Country: Jordan - Rural population

How often do you go to film festivals?

	Sex	
	Male	Female
	Column N %	Column N %
Never	71,1%	79,8%
1-2 times per year	24,0%	19,4%
1-2 times per month	3,3%	,8%
1-2 times per week	1,7%	,0%
Total	100,0%	100,0%

Country: Jordan - Rural population



### How often do you watch movies/series at home?

	Sex	
	Male	Female
	Column N %	Column N %
Never	3,3%	2,4%
1-2 times per month	17,4%	12,9%
1-2 times per week	28,9%	33,9%
Every day	50,4%	50,8%
Total	100,0%	100,0%

Country: Jordan - Rural population

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	83,5%	16,5%	100,0%	64,5%	35,5%	100,0%
Not enough time, because of household chores, care of child, etc	45,5%	54,5%	100,0%	65,3%	34,7%	100,0%
Husband/family prohibition	5,8%	94,2%	100,0%	12,9%	87,1%	100,0%
Bad quality of the available offer	37,2%	62,8%	100,0%	36,3%	63,7%	100,0%
Poor quality of the available offer	42,1%	57,9%	100,0%	40,3%	59,7%	100,0%
Lack of financial resources/ticket price/price of TV subscription	64,5%	35,5%	100,0%	59,7%	40,3%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	80,2%	19,8%	100,0%	71,0%	29,0%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	5,8%	94,2%	100,0%	12,1%	87,9%	100,0%
Cinema opening times/TV series schedule	57,0%	43,0%	100,0%	48,4%	51,6%	100,0%
Because of stereotypes linked to going to the cinema	44,6%	55,4%	100,0%	51,6%	48,4%	100,0%
Other obstacles	2,5%	97,5%	100,0%	4,0%	96,0%	100,0%

Country: Jordan - Rural population



**Which medium do you use for watching movies/series at home?**

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	96,7%	3,3%	100,0%	96,0%	4,0%	100,0%
Internet	64,5%	35,5%	100,0%	53,2%	46,8%	100,0%
DVD, Bluray, USB, etc	24,0%	76,0%	100,0%	20,2%	79,8%	100,0%

Country: Jordan - Rural population

**Do you use any subscriptions to watch movies/series?**

	Sex	
	Male	Female
	Column N %	Column N %
Yes	12,4%	11,3%
No	87,6%	88,7%
Total	100,0%	100,0%

Country: Jordan - Rural population



**Would you be interested in any of the following initiatives?**

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	91,7%	8,3%	100,0%	82,3%	17,7%	100,0%
Cineforum, cinema club: films followed by discussion	77,7%	22,3%	100,0%	71,8%	28,2%	100,0%
Movie screening with reduced ticket price	76,9%	23,1%	100,0%	70,2%	29,8%	100,0%
Movie screening in different time slots during the day	62,8%	37,2%	100,0%	66,9%	33,1%	100,0%
Transportation to reach cinema halls	80,2%	19,8%	100,0%	79,8%	20,2%	100,0%
Cinema festivals	89,3%	10,7%	100,0%	87,9%	12,1%	100,0%
Itinerant movie exhibitions	90,9%	9,1%	100,0%	88,7%	11,3%	100,0%
Seminars on the history of the movie open to public	78,5%	21,5%	100,0%	62,9%	37,1%	100,0%
Education to cinema and screening movies in the schools	79,3%	20,7%	100,0%	80,6%	19,4%	100,0%
Opening of video store	72,7%	27,3%	100,0%	54,8%	45,2%	100,0%
Opening of video library within local institutions	91,7%	8,3%	100,0%	90,3%	9,7%	100,0%
Regular screening of movies in private premises	86,0%	14,0%	100,0%	64,5%	35,5%	100,0%
Availability of free downloads or discount price downloads from the web	84,3%	15,7%	100,0%	75,8%	24,2%	100,0%
Greater offer of movies or TV series on television	96,7%	3,3%	100,0%	94,4%	5,6%	100,0%
Providing local community with a projector	90,9%	9,1%	100,0%	91,9%	8,1%	100,0%

Country: Jordan - Rural population



### Which kind of movies/series do you prefer?

	Sex	
	Male	Female
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	27,3%	25,0%
Engaged / committed to a cause movies/TV series	9,1%	15,3%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	21,5%	22,6%
No specific preferences	42,1%	37,1%
Total	100,0%	100,0%

Country: Jordan - Rural population

### Which genre of movies/series do you prefer?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	83,5%	16,5%	100,0%	91,1%	8,9%	100,0%
Action/adventure	84,3%	15,7%	100,0%	62,1%	37,9%	100,0%
Drama	81,0%	19,0%	100,0%	87,1%	12,9%	100,0%
Documentary	78,5%	21,5%	100,0%	82,3%	17,7%	100,0%
Romantic	49,6%	50,4%	100,0%	63,7%	36,3%	100,0%
Horror/thriller	57,0%	43,0%	100,0%	32,3%	67,7%	100,0%
Children/family	50,4%	49,6%	100,0%	71,0%	29,0%	100,0%
Religion	76,0%	24,0%	100,0%	79,8%	20,2%	100,0%
Indian movies	41,3%	58,7%	100,0%	39,5%	60,5%	100,0%

Country: Jordan - Rural population



### How much do you appreciate movies/series from the following countries?

	Male					Female				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	35,5%	57,9%	5,0%	1,7%	100,0%	38,7%	58,1%	3,2%	,0%	100,0%
Films/series of Maghreb	6,6%	14,0%	17,4%	62,0%	100,0%	3,2%	16,1%	18,5%	62,1%	100,0%
Turkish films/series	22,3%	47,1%	28,1%	2,5%	100,0%	30,6%	55,6%	7,3%	6,5%	100,0%
Middle eastern films/series	58,7%	39,7%	,8%	,8%	100,0%	55,6%	41,1%	,8%	2,4%	100,0%
Sub-saharan Africa films/series	,8%	3,3%	8,3%	87,6%	100,0%	,0%	1,6%	6,5%	91,9%	100,0%
American (USA) films/series	30,6%	47,9%	13,2%	8,3%	100,0%	20,2%	54,0%	10,5%	15,3%	100,0%
Latin American films/series	10,7%	29,8%	16,5%	43,0%	100,0%	8,1%	19,4%	17,7%	54,8%	100,0%
European films/series	23,1%	46,3%	12,4%	18,2%	100,0%	13,7%	37,9%	8,1%	40,3%	100,0%
Indian films/series	6,6%	38,0%	39,7%	15,7%	100,0%	8,1%	42,7%	26,6%	22,6%	100,0%
Other Asian films/series	23,1%	17,4%	5,8%	53,7%	100,0%	23,4%	9,7%	2,4%	64,5%	100,0%

Country: Jordan - Rural population

### What does influence you most in choosing film/series?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	39,7%	60,3%	100,0%	15,3%	84,7%	100,0%
Newspaper articles, specialised magazines	37,2%	62,8%	100,0%	25,0%	75,0%	100,0%
Advertisement/trailers on radio or television	86,0%	14,0%	100,0%	83,1%	16,9%	100,0%
Advertisement/trailers on the Internet	71,1%	28,9%	100,0%	65,3%	34,7%	100,0%
Opinions or rumours in the social networks	84,3%	15,7%	100,0%	80,6%	19,4%	100,0%
Word of mouth	83,5%	16,5%	100,0%	79,8%	20,2%	100,0%
Presence of a specific actor or director	52,9%	47,1%	100,0%	53,2%	46,8%	100,0%
Reputation of the film director	23,1%	76,9%	100,0%	12,1%	87,9%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	68,6%	31,4%	100,0%	72,6%	27,4%	100,0%

Country: Jordan - Rural population



## RURAL, SENSITIVITY TO SOCIAL ISSUES BY GENDER DIVIDE

What is your attitude towards women producers/directors of films/series?

	Sex	
	Male Column N %	Female Column N %
I don't like most movies / series made by women	1,7%	,8%
I like most movies / series made by women	2,5%	8,1%
In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders	82,6%	73,4%
In their battle for parity women must establish themselves also in the filmmaking sector	6,6%	8,9%
Women shouldn't do cinema, it's not their job	6,6%	8,9%
Total	100,0%	100,0%

Country: Jordan - Rural population



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Male				Female			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	57,0%	32,2%	10,7%	100,0%	53,2%	41,9%	4,8%	100,0%
Youth problems	57,0%	38,0%	5,0%	100,0%	61,3%	35,5%	3,2%	100,0%
The problems of the elderly	32,2%	59,5%	8,3%	100,0%	38,7%	51,6%	9,7%	100,0%
The problems of people with disabilities	25,6%	60,3%	14,0%	100,0%	28,2%	61,3%	10,5%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	33,1%	49,6%	17,4%	100,0%	68,5%	29,0%	2,4%	100,0%
Violence against women	31,4%	57,0%	11,6%	100,0%	70,2%	27,4%	2,4%	100,0%
Sexual exploitation of women and children	56,2%	38,8%	5,0%	100,0%	72,6%	25,0%	2,4%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	21,5%	54,5%	24,0%	100,0%	12,1%	51,6%	36,3%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	28,9%	42,1%	28,9%	100,0%	14,5%	30,6%	54,8%	100,0%
International jihadist terrorism, youth joining terrorist groups	22,3%	47,9%	29,8%	100,0%	16,1%	39,5%	44,4%	100,0%

Country: Jordan - Rural population





### Ideal model of society as for relations between women and men

	Sex	
	Male	Female
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	12,4%	25,0%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	71,1%	62,9%
Women engage more in family care, children education; men in work, politics, power/exercise authority	16,5%	12,1%
Total	100,0%	100,0%

Country: Jordan - Rural population

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Male					Female				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	22,3%	69,4%	7,4%	,8%	100,0%	31,5%	59,7%	7,3%	1,6%	100,0%
Films/series of Maghreb	1,7%	12,4%	5,8%	80,2%	100,0%	2,4%	15,3%	7,3%	75,0%	100,0%
Turkish films/series	15,7%	54,5%	12,4%	17,4%	100,0%	13,7%	58,1%	9,7%	18,5%	100,0%
Middle eastern films/series	20,7%	75,2%	,0%	4,1%	100,0%	21,8%	71,8%	2,4%	4,0%	100,0%
Sub-Saharan African films/series	2,5%	,0%	4,1%	93,4%	100,0%	,0%	,8%	4,8%	94,4%	100,0%
American (USA) films/series	19,8%	47,9%	14,0%	18,2%	100,0%	10,5%	46,0%	11,3%	32,3%	100,0%
Latin American films/series	5,0%	24,8%	13,2%	57,0%	100,0%	2,4%	17,7%	16,9%	62,9%	100,0%
European films/series	19,0%	51,2%	7,4%	22,3%	100,0%	12,9%	34,7%	8,9%	43,5%	100,0%
Indian films/series	2,5%	33,1%	27,3%	37,2%	100,0%	,8%	34,7%	25,8%	38,7%	100,0%
Other Asian films/series	11,6%	26,4%	2,5%	59,5%	100,0%	12,9%	19,4%	1,6%	66,1%	100,0%

Country: Jordan - Rural population



#### Ideal model of society as for relations with minorities

	Sex	
	Male	Female
	Column N %	Column N %
Promotion of diversity	13,2%	10,5%
Conditioned openness to diversity	85,1%	88,7%
Rejection of diversity	1,7%	,8%
Total	100,0%	100,0%

Country: Jordan - Rural population

#### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Male					Female				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	33,9%	59,5%	5,0%	1,7%	100,0%	35,5%	60,5%	2,4%	1,6%	100,0%
Films/series of Maghreb	2,5%	12,4%	5,0%	80,2%	100,0%	3,2%	13,7%	4,0%	79,0%	100,0%
Turkish films/series	12,4%	57,9%	5,8%	24,0%	100,0%	9,7%	60,5%	4,8%	25,0%	100,0%
Middle eastern films/series	27,3%	65,3%	1,7%	5,8%	100,0%	21,0%	72,6%	1,6%	4,8%	100,0%
Sub-Saharan films/series	2,5%	,0%	4,1%	93,4%	100,0%	,8%	,0%	4,8%	94,4%	100,0%
American (USA) films/series	13,2%	51,2%	13,2%	22,3%	100,0%	8,1%	47,6%	10,5%	33,9%	100,0%
Latin American films/series	5,8%	25,6%	11,6%	57,0%	100,0%	2,4%	17,7%	16,9%	62,9%	100,0%
European films/series	19,0%	50,4%	5,0%	25,6%	100,0%	12,1%	37,9%	8,9%	41,1%	100,0%
Indian films/series	3,3%	32,2%	25,6%	38,8%	100,0%	,8%	30,6%	18,5%	50,0%	100,0%
Other Asian films/series	9,1%	28,9%	1,7%	60,3%	100,0%	10,5%	21,0%	,8%	67,7%	100,0%

Country: Jordan - Rural population



## RURAL, MEDIA FRUITION HABITS BY AGE DIVIDE

### How much time do you watch TV?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	2,4%	,0%	1,8%
1-2 times per month	3,1%	6,5%	3,6%
1-2 times per week	20,5%	22,6%	14,3%
1-2 hours per day	48,8%	51,6%	48,2%
3-4 hours per day	16,5%	19,4%	21,4%
more than 4 hours per day	8,7%	,0%	10,7%
Total	100,0%	100,0%	100,0%

Country: Jordan - Rural population

### How much time do you use the Internet?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	5,5%	11,3%	21,4%
1-2 times per month	8,7%	9,7%	3,6%
1-2 times per week	15,7%	8,1%	7,1%
1-2 hours per day	21,3%	29,0%	50,0%
3-4 hours per day	30,7%	30,6%	14,3%
more than 4 hours per day	18,1%	11,3%	3,6%
Total	100,0%	100,0%	100,0%

Country: Jordan - Rural population



### How much time do you use smartphone/tablet?

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Never	6,3%	6,5%	16,1%
1-2 times per month	1,6%	1,6%	3,6%
1-2 times per week	4,7%	6,5%	3,6%
1-2 hours per day	33,1%	40,3%	42,9%
3-4 hours per day	34,6%	35,5%	32,1%
more than 4 hours per day	19,7%	9,7%	1,8%
Total	100,0%	100,0%	100,0%

Country: Jordan - Rural population

### Do you use the following social networks?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	95,3%	4,7%	100,0%	88,7%	11,3%	100,0%	76,8%	23,2%	100,0%
Twitter	40,2%	59,8%	100,0%	24,2%	75,8%	100,0%	8,9%	91,1%	100,0%
Instagram	46,5%	53,5%	100,0%	25,8%	74,2%	100,0%	7,1%	92,9%	100,0%
Youtube	59,8%	40,2%	100,0%	53,2%	46,8%	100,0%	23,2%	76,8%	100,0%
WhatsApp	92,9%	7,1%	100,0%	95,2%	4,8%	100,0%	76,8%	23,2%	100,0%

Country: Jordan - Rural population



## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY AGE DIVIDE

### How often do you go to cinema halls?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	52,8%	64,5%	55,4%
1-2 times per year	18,1%	16,1%	12,5%
1-2 times per month	16,5%	12,9%	16,1%
1-2 times per week	12,6%	6,5%	16,1%
Total	100,0%	100,0%	100,0%

Country: Jordan - Rural population

### How often do you go to film festivals?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	69,3%	85,5%	78,6%
1-2 times per year	28,3%	8,1%	21,4%
1-2 times per month	1,6%	4,8%	,0%
1-2 times per week	,8%	1,6%	,0%
Total	100,0%	100,0%	100,0%

Country: Jordan - Rural population



#### How often do you watch movies/series at home?

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Never	3,9%	,0%	3,6%
1-2 times per month	18,9%	11,3%	10,7%
1-2 times per week	36,2%	25,8%	26,8%
Every day	40,9%	62,9%	58,9%
Total	100,0%	100,0%	100,0%

Country: Jordan - Rural population



**Which are the main obstacles, if any, that limit your vision of movies/Tv series?**

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	70,9%	29,1%	100,0%	77,4%	22,6%	100,0%	76,8%	23,2%	100,0%
Not enough time, because of household chores, care of child, etc	44,9%	55,1%	100,0%	61,3%	38,7%	100,0%	73,2%	26,8%	100,0%
Husband/family prohibition	11,8%	88,2%	100,0%	4,8%	95,2%	100,0%	8,9%	91,1%	100,0%
Bad quality of the available offer	33,9%	66,1%	100,0%	37,1%	62,9%	100,0%	42,9%	57,1%	100,0%
Poor quality of the available offer	39,4%	60,6%	100,0%	37,1%	62,9%	100,0%	50,0%	50,0%	100,0%
Lack of financial resources/ticket price/price of TV subscription	62,2%	37,8%	100,0%	54,8%	45,2%	100,0%	69,6%	30,4%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	77,2%	22,8%	100,0%	64,5%	35,5%	100,0%	83,9%	16,1%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	9,4%	90,6%	100,0%	6,5%	93,5%	100,0%	10,7%	89,3%	100,0%
Cinema opening times/TV series schedule	48,8%	51,2%	100,0%	50,0%	50,0%	100,0%	64,3%	35,7%	100,0%
Because of stereotypes linked to going to the cinema	48,0%	52,0%	100,0%	41,9%	58,1%	100,0%	55,4%	44,6%	100,0%
Other obstacles	2,4%	97,6%	100,0%	4,8%	95,2%	100,0%	3,6%	96,4%	100,0%

Country: Jordan - Rural population

**Which medium do you use for watching movies/series at home?**

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	96,1%	3,9%	100,0%	95,2%	4,8%	100,0%	98,2%	1,8%	100,0%
Internet	69,3%	30,7%	100,0%	66,1%	33,9%	100,0%	26,8%	73,2%	100,0%
DVD, Bluray, USB, etc	30,7%	69,3%	100,0%	14,5%	85,5%	100,0%	10,7%	89,3%	100,0%

Country: Jordan - Rural population



**Do you use any subscriptions to watch movies/series?**

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Yes	13,4%	14,5%	5,4%
No	86,6%	85,5%	94,6%
Total	100,0%	100,0%	100,0%

Country: Jordan - Rural population





**Would you be interested in any of the following initiatives?**

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	89,8%	10,2%	100,0%	88,7%	11,3%	100,0%	78,6%	21,4%	100,0%
Cineforum, cinema club: films followed by discussion	74,8%	25,2%	100,0%	79,0%	21,0%	100,0%	69,6%	30,4%	100,0%
Movie screening with reduced ticket price	73,2%	26,8%	100,0%	77,4%	22,6%	100,0%	69,6%	30,4%	100,0%
Movie screening in different time slots during the day	65,4%	34,6%	100,0%	71,0%	29,0%	100,0%	57,1%	42,9%	100,0%
Transportation to reach cinema halls	78,7%	21,3%	100,0%	83,9%	16,1%	100,0%	78,6%	21,4%	100,0%
Cinema festivals	92,1%	7,9%	100,0%	83,9%	16,1%	100,0%	85,7%	14,3%	100,0%
Itinerant movie exhibitions	89,8%	10,2%	100,0%	85,5%	14,5%	100,0%	94,6%	5,4%	100,0%
Seminars on the history of the movie open to public	72,4%	27,6%	100,0%	66,1%	33,9%	100,0%	71,4%	28,6%	100,0%
Education to cinema and screening movies in the schools	82,7%	17,3%	100,0%	79,0%	21,0%	100,0%	75,0%	25,0%	100,0%
Opening of video store	65,4%	34,6%	100,0%	64,5%	35,5%	100,0%	58,9%	41,1%	100,0%
Opening of video library within local institutions	92,9%	7,1%	100,0%	87,1%	12,9%	100,0%	91,1%	8,9%	100,0%
Regular screening of movies in private premises	78,7%	21,3%	100,0%	64,5%	35,5%	100,0%	78,6%	21,4%	100,0%
Availability of free downloads or discount price downloads from the web	82,7%	17,3%	100,0%	80,6%	19,4%	100,0%	73,2%	26,8%	100,0%
Greater offer of movies or TV series on television	94,5%	5,5%	100,0%	95,2%	4,8%	100,0%	98,2%	1,8%	100,0%
Providing local community with a projector	89,8%	10,2%	100,0%	96,8%	3,2%	100,0%	89,3%	10,7%	100,0%

Country: Jordan - Rural population



### Which kind of movies/series do you prefer?

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Amusement/Entertainment (action, crime, comedy...)	33,1%	19,4%	17,9%
Engaged / committed to a cause movies/TV series	11,8%	12,9%	12,5%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	15,0%	29,0%	30,4%
No specific preferences	40,2%	38,7%	39,3%
Total	100,0%	100,0%	100,0%

Country: Jordan - Rural population

### Which genre of movies/series do you prefer?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	89,8%	10,2%	100,0%	82,3%	17,7%	100,0%	87,5%	12,5%	100,0%
Action/adventure	79,5%	20,5%	100,0%	64,5%	35,5%	100,0%	67,9%	32,1%	100,0%
Drama	85,8%	14,2%	100,0%	80,6%	19,4%	100,0%	83,9%	16,1%	100,0%
Documentary	74,0%	26,0%	100,0%	90,3%	9,7%	100,0%	83,9%	16,1%	100,0%
Romantic	65,4%	34,6%	100,0%	51,6%	48,4%	100,0%	42,9%	57,1%	100,0%
Horror/thriller	55,9%	44,1%	100,0%	32,3%	67,7%	100,0%	32,1%	67,9%	100,0%
Children/family	54,3%	45,7%	100,0%	64,5%	35,5%	100,0%	71,4%	28,6%	100,0%
Religion	70,9%	29,1%	100,0%	85,5%	14,5%	100,0%	85,7%	14,3%	100,0%
Indian movies	44,9%	55,1%	100,0%	33,9%	66,1%	100,0%	37,5%	62,5%	100,0%

Country: Jordan - Rural population



### How much do you appreciate movies/series from the following countries?

	Age 25-					Age 25-44					Age 45+				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	32,3%	62,2%	4,7%	,8%	100,0%	38,7%	53,2%	6,5%	1,6%	100,0%	46,4%	53,6%	,0%	,0%	100,0%
Films/series of Maghreb	4,7%	15,0%	20,5%	59,8%	100,0%	3,2%	16,1%	16,1%	64,5%	100,0%	7,1%	14,3%	14,3%	64,3%	100,0%
Turkish films/series	32,3%	51,2%	15,0%	1,6%	100,0%	14,5%	51,6%	24,2%	9,7%	100,0%	26,8%	51,8%	16,1%	5,4%	100,0%
Middle eastern films/series	55,9%	42,5%	,0%	1,6%	100,0%	53,2%	40,3%	3,2%	3,2%	100,0%	64,3%	35,7%	,0%	,0%	100,0%
Sub-saharan Africa films/series	,8%	,8%	9,4%	89,0%	100,0%	,0%	6,5%	6,5%	87,1%	100,0%	,0%	1,8%	3,6%	94,6%	100,0%
American (USA) films/series	29,1%	49,6%	9,4%	11,8%	100,0%	21,0%	58,1%	9,7%	11,3%	100,0%	21,4%	46,4%	19,6%	12,5%	100,0%
Latin American films/series	11,8%	18,9%	16,5%	52,8%	100,0%	8,1%	27,4%	16,1%	48,4%	100,0%	5,4%	33,9%	19,6%	41,1%	100,0%
European films/series	21,3%	40,9%	7,9%	29,9%	100,0%	16,1%	53,2%	4,8%	25,8%	100,0%	14,3%	32,1%	21,4%	32,1%	100,0%
Indian films/series	9,4%	42,5%	31,5%	16,5%	100,0%	4,8%	32,3%	38,7%	24,2%	100,0%	5,4%	44,6%	30,4%	19,6%	100,0%
Other Asian films/series	25,2%	10,2%	2,4%	62,2%	100,0%	17,7%	22,6%	6,5%	53,2%	100,0%	25,0%	10,7%	5,4%	58,9%	100,0%

Country: Jordan - Rural population



# What does influence you most in choosing film/series?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	27,6%	72,4%	100,0%	25,8%	74,2%	100,0%	28,6%	71,4%	100,0%
Newspaper articles, specialised magazines	30,7%	69,3%	100,0%	33,9%	66,1%	100,0%	28,6%	71,4%	100,0%
Advertisement/trailers on radio or television	81,9%	18,1%	100,0%	88,7%	11,3%	100,0%	85,7%	14,3%	100,0%
Advertisement/trailers on the Internet	78,0%	22,0%	100,0%	62,9%	37,1%	100,0%	51,8%	48,2%	100,0%
Opinions or rumours in the social networks	88,2%	11,8%	100,0%	85,5%	14,5%	100,0%	66,1%	33,9%	100,0%
Word of mouth	79,5%	20,5%	100,0%	88,7%	11,3%	100,0%	78,6%	21,4%	100,0%
Presence of a specific actor or director	53,5%	46,5%	100,0%	53,2%	46,8%	100,0%	51,8%	48,2%	100,0%
Reputation of the film director	17,3%	82,7%	100,0%	21,0%	79,0%	100,0%	14,3%	85,7%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	71,7%	28,3%	100,0%	74,2%	25,8%	100,0%	64,3%	35,7%	100,0%

Country: Jordan - Rural population



## RURAL, SENSITIVITY TO SOCIAL ISSUES BY AGE DIVIDE

### What is your attitude towards women producers/directors of films/series?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
I don't like most movies / series made by women	1,6%	,0%	1,8%
I like most movies / series made by women	6,3%	8,1%	,0%
In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders	76,4%	79,0%	80,4%
In their battle for parity women must establish themselves also in the filmmaking sector	11,8%	4,8%	1,8%
Women shouldn't do cinema, it's not their job	3,9%	8,1%	16,1%
Total	100,0%	100,0%	100,0%

Country: Jordan - Rural population



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Age 25-				Age 25-44				Age 45+			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	54,3%	38,6%	7,1%	100,0%	54,8%	35,5%	9,7%	100,0%	57,1%	35,7%	7,1%	100,0%
Youth problems	64,6%	33,9%	1,6%	100,0%	54,8%	43,5%	1,6%	100,0%	51,8%	35,7%	12,5%	100,0%
The problems of the elderly	24,4%	63,0%	12,6%	100,0%	38,7%	59,7%	1,6%	100,0%	57,1%	33,9%	8,9%	100,0%
The problems of people with disabilities	19,7%	63,8%	16,5%	100,0%	27,4%	64,5%	8,1%	100,0%	42,9%	50,0%	7,1%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	54,3%	38,6%	7,1%	100,0%	46,8%	43,5%	9,7%	100,0%	48,2%	35,7%	16,1%	100,0%
Violence against women	53,5%	42,5%	3,9%	100,0%	43,5%	48,4%	8,1%	100,0%	53,6%	33,9%	12,5%	100,0%
Sexual exploitation of women and children	66,9%	29,9%	3,1%	100,0%	61,3%	35,5%	3,2%	100,0%	62,5%	32,1%	5,4%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	16,5%	50,4%	33,1%	100,0%	12,9%	64,5%	22,6%	100,0%	21,4%	46,4%	32,1%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	24,4%	36,2%	39,4%	100,0%	19,4%	37,1%	43,5%	100,0%	17,9%	35,7%	46,4%	100,0%
International jihadist terrorism, youth joining terrorist groups	22,8%	44,1%	33,1%	100,0%	11,3%	45,2%	43,5%	100,0%	19,6%	41,1%	39,3%	100,0%

Country: Jordan - Rural population



#### Ideal model of society as for relations between women and men

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	26,0%	14,5%	7,1%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	64,6%	77,4%	60,7%
Women engage more in family care, children education; men in work, politics, power/exercise authority	9,4%	8,1%	32,1%
Total	100,0%	100,0%	100,0%

Country: Jordan - Rural population



In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Age 25-					Age 25-44					Age 45+				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	27,6%	63,0%	8,7%	,8%	100,0%	27,4%	64,5%	6,5%	1,6%	100,0%	25,0%	67,9%	5,4%	1,8%	100,0%
Films/series of Maghreb	2,4%	14,2%	6,3%	77,2%	100,0%	3,2%	11,3%	8,1%	77,4%	100,0%	,0%	16,1%	5,4%	78,6%	100,0%
Turkish films/series	15,7%	66,9%	4,7%	12,6%	100,0%	14,5%	41,9%	21,0%	22,6%	100,0%	12,5%	48,2%	14,3%	25,0%	100,0%
Middle eastern films/series	18,1%	78,0%	,8%	3,1%	100,0%	32,3%	61,3%	3,2%	3,2%	100,0%	16,1%	76,8%	,0%	7,1%	100,0%
Sub-Saharan African films/series	,8%	,0%	5,5%	93,7%	100,0%	3,2%	,0%	6,5%	90,3%	100,0%	,0%	1,8%	,0%	98,2%	100,0%
American (USA) films/series	17,3%	50,4%	9,4%	22,8%	100,0%	14,5%	48,4%	12,9%	24,2%	100,0%	10,7%	37,5%	19,6%	32,1%	100,0%
Latin American films/series	3,9%	22,0%	12,6%	61,4%	100,0%	4,8%	19,4%	19,4%	56,5%	100,0%	1,8%	21,4%	16,1%	60,7%	100,0%
European films/series	18,1%	45,7%	7,9%	28,3%	100,0%	11,3%	53,2%	4,8%	30,6%	100,0%	16,1%	25,0%	12,5%	46,4%	100,0%
Indian films/series	,8%	40,9%	23,6%	34,6%	100,0%	4,8%	25,8%	33,9%	35,5%	100,0%	,0%	26,8%	25,0%	48,2%	100,0%
Other Asian films/series	11,8%	22,8%	1,6%	63,8%	100,0%	11,3%	22,6%	4,8%	61,3%	100,0%	14,3%	23,2%	,0%	62,5%	100,0%

Country: Jordan - Rural population





### Ideal model of society as for relations with minorities

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Promotion of diversity	11,8%	11,3%	12,5%
Conditioned openness to diversity	88,2%	87,1%	83,9%
Rejection of diversity	,0%	1,6%	3,6%
Total	100,0%	100,0%	100,0%

Country: Jordan - Rural population

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Age 25-					Age 25-44					Age 45+				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	34,6%	59,8%	3,9%	1,6%	100,0%	35,5%	59,7%	3,2%	1,6%	100,0%	33,9%	60,7%	3,6%	1,8%	100,0%
Films/series of Maghreb	3,9%	14,2%	3,9%	78,0%	100,0%	,0%	11,3%	6,5%	82,3%	100,0%	3,6%	12,5%	3,6%	80,4%	100,0%
Turkish films/series	10,2%	68,5%	2,4%	18,9%	100,0%	12,9%	45,2%	11,3%	30,6%	100,0%	10,7%	53,6%	5,4%	30,4%	100,0%
Middle eastern films/series	21,3%	73,2%	,8%	4,7%	100,0%	27,4%	64,5%	3,2%	4,8%	100,0%	26,8%	64,3%	1,8%	7,1%	100,0%
Sub-Saharan films/series	1,6%	,0%	5,5%	92,9%	100,0%	3,2%	,0%	6,5%	90,3%	100,0%	,0%	,0%	,0%	100,0%	100,0%
American (USA) films/series	13,4%	52,8%	9,4%	24,4%	100,0%	8,1%	51,6%	12,9%	27,4%	100,0%	7,1%	39,3%	16,1%	37,5%	100,0%
Latin American films/series	5,5%	22,0%	12,6%	59,8%	100,0%	4,8%	25,8%	14,5%	54,8%	100,0%	,0%	16,1%	17,9%	66,1%	100,0%
European films/series	17,3%	45,7%	7,9%	29,1%	100,0%	11,3%	54,8%	3,2%	30,6%	100,0%	16,1%	28,6%	8,9%	46,4%	100,0%
Indian films/series	2,4%	37,0%	20,5%	40,2%	100,0%	3,2%	27,4%	24,2%	45,2%	100,0%	,0%	23,2%	23,2%	53,6%	100,0%
Other Asian films/series	11,0%	23,6%	1,6%	63,8%	100,0%	6,5%	25,8%	1,6%	66,1%	100,0%	10,7%	26,8%	,0%	62,5%	100,0%

Country: Jordan - Rural population



## RURAL, MEDIA FRUITION HABITS BY EDUCATION DIVIDE

### How much time do you watch TV?

	Level of education	
	Low	High
	Column N %	Column N %
Never	,0%	1,9%
1-2 times per month	5,3%	3,9%
1-2 times per week	10,5%	21,3%
1-2 hours per day	39,5%	51,2%
3-4 hours per day	26,3%	16,9%
more than 4 hours per day	18,4%	4,8%
Total	100,0%	100,0%

Country: Jordan - Rural population

### How much time do you use the Internet?

	Level of education	
	Low	High
	Column N %	Column N %
Never	26,3%	7,7%
1-2 times per month	2,6%	8,7%
1-2 times per week	10,5%	12,1%
1-2 hours per day	36,8%	28,5%
3-4 hours per day	13,2%	29,5%
more than 4 hours per day	10,5%	13,5%
Total	100,0%	100,0%

Country: Jordan - Rural population



### How much time do you use smartphone/tablet?

	Level of education	
	Low	High
	Column N %	Column N %
Never	36,8%	3,4%
1-2 times per month	2,6%	1,9%
1-2 times per week	2,6%	5,3%
1-2 hours per day	31,6%	38,2%
3-4 hours per day	21,1%	36,7%
more than 4 hours per day	5,3%	14,5%
Total	100,0%	100,0%

Country: Jordan - Rural population

### Do you use the following social networks?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	68,4%	31,6%	100,0%	93,2%	6,8%	100,0%
Twitter	5,3%	94,7%	100,0%	33,3%	66,7%	100,0%
Instagram	2,6%	97,4%	100,0%	37,7%	62,3%	100,0%
Youtube	34,2%	65,8%	100,0%	52,7%	47,3%	100,0%
WhatsApp	71,1%	28,9%	100,0%	93,2%	6,8%	100,0%

Country: Jordan - Rural population



## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY EDUCATION DIVID

### How often do you go to cinema halls?

	Level of education	
	Low	High
	Column N %	Column N %
Never	68,4%	54,1%
1-2 times per year	15,8%	16,4%
1-2 times per month	10,5%	16,4%
1-2 times per week	5,3%	13,0%
Total	100,0%	100,0%

Country: Jordan - Rural population

### How often do you go to film festivals?

	Level of education	
	Low	High
	Column N %	Column N %
Never	84,2%	73,9%
1-2 times per year	15,8%	22,7%
1-2 times per month	,0%	2,4%
1-2 times per week	,0%	1,0%
Total	100,0%	100,0%

Country: Jordan - Rural population



### How often do you watch movies/series at home?

	Level of education	
	Low	High
	Column N %	Column N %
Never	5,3%	2,4%
1-2 times per month	2,6%	17,4%
1-2 times per week	28,9%	31,9%
Every day	63,2%	48,3%
Total	100,0%	100,0%

Country: Jordan - Rural population

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	60,5%	39,5%	100,0%	76,3%	23,7%	100,0%
Not enough time, because of household chores, care of child, etc	60,5%	39,5%	100,0%	54,6%	45,4%	100,0%
Husband/family prohibition	15,8%	84,2%	100,0%	8,2%	91,8%	100,0%
Bad quality of the available offer	26,3%	73,7%	100,0%	38,6%	61,4%	100,0%
Poor quality of the available offer	28,9%	71,1%	100,0%	43,5%	56,5%	100,0%
Lack of financial resources/ticket price/price of TV subscription	57,9%	42,1%	100,0%	62,8%	37,2%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	63,2%	36,8%	100,0%	77,8%	22,2%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	5,3%	94,7%	100,0%	9,7%	90,3%	100,0%
Cinema opening times/TV series schedule	44,7%	55,3%	100,0%	54,1%	45,9%	100,0%
Because of stereotypes linked to going to the cinema	42,1%	57,9%	100,0%	49,3%	50,7%	100,0%
Other obstacles	,0%	100,0%	100,0%	3,9%	96,1%	100,0%

Country: Jordan - Rural population



**Which medium do you use for watching movies/series at home?**

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	97,4%	2,6%	100,0%	96,1%	3,9%	100,0%
Internet	39,5%	60,5%	100,0%	62,3%	37,7%	100,0%
DVD, Bluray, USB, etc	7,9%	92,1%	100,0%	24,6%	75,4%	100,0%

Country: Jordan - Rural population

**Do you use any subscriptions to watch movies/series?**

	Level of education	
	Low	High
	Column N %	Column N %
Yes	7,9%	12,6%
No	92,1%	87,4%
Total	100,0%	100,0%

Country: Jordan - Rural population



**Would you be interested in any of the following initiatives?**

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	84,2%	15,8%	100,0%	87,4%	12,6%	100,0%
Cineforum, cinema club: films followed by discussion	68,4%	31,6%	100,0%	75,8%	24,2%	100,0%
Movie screening with reduced ticket price	68,4%	31,6%	100,0%	74,4%	25,6%	100,0%
Movie screening in different time slots during the day	60,5%	39,5%	100,0%	65,7%	34,3%	100,0%
Transportation to reach cinema halls	78,9%	21,1%	100,0%	80,2%	19,8%	100,0%
Cinema festivals	81,6%	18,4%	100,0%	89,9%	10,1%	100,0%
Itinerant movie exhibitions	81,6%	18,4%	100,0%	91,3%	8,7%	100,0%
Seminars on the history of the movie open to public	63,2%	36,8%	100,0%	72,0%	28,0%	100,0%
Education to cinema and screening movies in the schools	76,3%	23,7%	100,0%	80,7%	19,3%	100,0%
Opening of video store	60,5%	39,5%	100,0%	64,3%	35,7%	100,0%
Opening of video library within local institutions	89,5%	10,5%	100,0%	91,3%	8,7%	100,0%
Regular screening of movies in private premises	84,2%	15,8%	100,0%	73,4%	26,6%	100,0%
Availability of free downloads or discount price downloads from the web	71,1%	28,9%	100,0%	81,6%	18,4%	100,0%
Greater offer of movies or TV series on television	97,4%	2,6%	100,0%	95,2%	4,8%	100,0%
Providing local community with a projector	92,1%	7,9%	100,0%	91,3%	8,7%	100,0%

Country: Jordan - Rural population



### Which kind of movies/series do you prefer?

	Level of education	
	Low	High
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	26,3%	26,1%
Engaged / committed to a cause movies/TV series	10,5%	12,6%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	21,1%	22,2%
No specific preferences	42,1%	39,1%
Total	100,0%	100,0%

Country: Jordan - Rural population

### Which genre of movies/series do you prefer?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	78,9%	21,1%	100,0%	88,9%	11,1%	100,0%
Action/adventure	65,8%	34,2%	100,0%	74,4%	25,6%	100,0%
Drama	81,6%	18,4%	100,0%	84,5%	15,5%	100,0%
Documentary	86,8%	13,2%	100,0%	79,2%	20,8%	100,0%
Romantic	50,0%	50,0%	100,0%	58,0%	42,0%	100,0%
Horror/thriller	55,3%	44,7%	100,0%	42,5%	57,5%	100,0%
Children/family	71,1%	28,9%	100,0%	58,9%	41,1%	100,0%
Religion	81,6%	18,4%	100,0%	77,3%	22,7%	100,0%
Indian movies	36,8%	63,2%	100,0%	41,1%	58,9%	100,0%

Country: Jordan - Rural population





### How much do you appreciate movies/series from the following countries?

	Low					High				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	50,0%	50,0%	,0%	,0%	100,0%	34,8%	59,4%	4,8%	1,0%	100,0%
Films/series of Maghreb	7,9%	15,8%	15,8%	60,5%	100,0%	4,3%	15,0%	18,4%	62,3%	100,0%
Turkish films/series	28,9%	42,1%	23,7%	5,3%	100,0%	26,1%	53,1%	16,4%	4,3%	100,0%
Middle eastern films/series	63,2%	34,2%	,0%	2,6%	100,0%	56,0%	41,5%	1,0%	1,4%	100,0%
Sub-saharan Africa films/series	,0%	2,6%	7,9%	89,5%	100,0%	,5%	2,4%	7,2%	89,9%	100,0%
American (USA) films/series	13,2%	50,0%	23,7%	13,2%	100,0%	27,5%	51,2%	9,7%	11,6%	100,0%
Latin American films/series	10,5%	15,8%	28,9%	44,7%	100,0%	9,2%	26,1%	15,0%	49,8%	100,0%
European films/series	10,5%	28,9%	21,1%	39,5%	100,0%	19,8%	44,4%	8,2%	27,5%	100,0%
Indian films/series	2,6%	34,2%	36,8%	26,3%	100,0%	8,2%	41,5%	32,4%	17,9%	100,0%
Other Asian films/series	21,1%	10,5%	10,5%	57,9%	100,0%	23,7%	14,0%	2,9%	59,4%	100,0%

Country: Jordan - Rural population

### What does influence you most in choosing film/series?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	23,7%	76,3%	100,0%	28,0%	72,0%	100,0%
Newspaper articles, specialised magazines	21,1%	78,9%	100,0%	32,9%	67,1%	100,0%
Advertisement/trailers on radio or television	78,9%	21,1%	100,0%	85,5%	14,5%	100,0%
Advertisement/trailers on the Internet	52,6%	47,4%	100,0%	71,0%	29,0%	100,0%
Opinions or rumours in the social networks	57,9%	42,1%	100,0%	87,0%	13,0%	100,0%
Word of mouth	71,1%	28,9%	100,0%	83,6%	16,4%	100,0%
Presence of a specific actor or director	44,7%	55,3%	100,0%	54,6%	45,4%	100,0%
Reputation of the film director	13,2%	86,8%	100,0%	18,4%	81,6%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	65,8%	34,2%	100,0%	71,5%	28,5%	100,0%

Country: Jordan - Rural population



## RURAL, SENSITIVITY TO SOCIAL ISSUES BY EDUCATION DIVIDE

What is your attitude towards women producers/directors of films/series?

	Level of education	
	Low Column N %	High Column N %
I don't like most movies / series made by women	,0%	1,4%
I like most movies / series made by women	2,6%	5,8%
In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders	76,3%	78,3%
In their battle for parity women must establish themselves also in the filmmaking sector	5,3%	8,2%
Women shouldn't do cinema, it's not their job	15,8%	6,3%
Total	100,0%	100,0%

Country: Jordan - Rural population



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Low				High			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	65,8%	23,7%	10,5%	100,0%	53,1%	39,6%	7,2%	100,0%
Youth problems	68,4%	28,9%	2,6%	100,0%	57,5%	38,2%	4,3%	100,0%
The problems of the elderly	60,5%	34,2%	5,3%	100,0%	30,9%	59,4%	9,7%	100,0%
The problems of people with disabilities	36,8%	52,6%	10,5%	100,0%	25,1%	62,3%	12,6%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	47,4%	39,5%	13,2%	100,0%	51,7%	39,1%	9,2%	100,0%
Violence against women	50,0%	39,5%	10,5%	100,0%	51,2%	42,5%	6,3%	100,0%
Sexual exploitation of women and children	57,9%	34,2%	7,9%	100,0%	65,7%	31,4%	2,9%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	26,3%	42,1%	31,6%	100,0%	15,0%	55,1%	30,0%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	18,4%	34,2%	47,4%	100,0%	22,2%	36,7%	41,1%	100,0%
International jihadist terrorism, youth joining terrorist groups	15,8%	39,5%	44,7%	100,0%	19,8%	44,4%	35,7%	100,0%

Country: Jordan - Rural population



### Ideal model of society as for relations between women and men

	Level of education	
	Low	High
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	10,5%	20,3%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	52,6%	69,6%
Women engage more in family care, children education; men in work, politics, power/exercise authority	36,8%	10,1%
Total	100,0%	100,0%

Country: Jordan - Rural population

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Low					High				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	26,3%	63,2%	10,5%	,0%	100,0%	27,1%	64,7%	6,8%	1,4%	100,0%
Films/series of Maghreb	2,6%	18,4%	,0%	78,9%	100,0%	1,9%	13,0%	7,7%	77,3%	100,0%
Turkish films/series	13,2%	42,1%	15,8%	28,9%	100,0%	15,0%	58,9%	10,1%	15,9%	100,0%
Middle eastern films/series	13,2%	86,8%	,0%	,0%	100,0%	22,7%	71,0%	1,4%	4,8%	100,0%
Sub-Saharan African films/series	,0%	,0%	2,6%	97,4%	100,0%	1,4%	,5%	4,8%	93,2%	100,0%
American (USA) films/series	18,4%	23,7%	21,1%	36,8%	100,0%	14,5%	51,2%	11,1%	23,2%	100,0%
Latin American films/series	,0%	21,1%	15,8%	63,2%	100,0%	4,3%	21,3%	15,0%	59,4%	100,0%
European films/series	5,3%	26,3%	13,2%	55,3%	100,0%	17,9%	45,9%	7,2%	29,0%	100,0%
Indian films/series	,0%	21,1%	28,9%	50,0%	100,0%	1,9%	36,2%	26,1%	35,7%	100,0%
Other Asian films/series	5,3%	26,3%	5,3%	63,2%	100,0%	13,5%	22,2%	1,4%	62,8%	100,0%

Country: Jordan - Rural population



### Ideal model of society as for relations with minorities

	Level of education	
	Low	High
	Column N %	Column N %
Promotion of diversity	10,5%	12,1%
Conditioned openness to diversity	86,8%	87,0%
Rejection of diversity	2,6%	1,0%
Total	100,0%	100,0%

Country: Jordan - Rural population

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Low					High				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	42,1%	52,6%	5,3%	,0%	100,0%	33,3%	61,4%	3,4%	1,9%	100,0%
Films/series of Maghreb	2,6%	18,4%	2,6%	76,3%	100,0%	2,9%	12,1%	4,8%	80,2%	100,0%
Turkish films/series	13,2%	36,8%	5,3%	44,7%	100,0%	10,6%	63,3%	5,3%	20,8%	100,0%
Middle eastern films/series	26,3%	71,1%	2,6%	,0%	100,0%	23,7%	68,6%	1,4%	6,3%	100,0%
Sub-Saharan films/series	2,6%	,0%	2,6%	94,7%	100,0%	1,4%	,0%	4,8%	93,7%	100,0%
American (USA) films/series	7,9%	34,2%	21,1%	36,8%	100,0%	11,1%	52,2%	10,1%	26,6%	100,0%
Latin American films/series	5,3%	13,2%	13,2%	68,4%	100,0%	3,9%	23,2%	14,5%	58,5%	100,0%
European films/series	7,9%	28,9%	13,2%	50,0%	100,0%	16,9%	46,9%	5,8%	30,4%	100,0%
Indian films/series	2,6%	23,7%	28,9%	44,7%	100,0%	1,9%	32,9%	20,8%	44,4%	100,0%
Other Asian films/series	5,3%	28,9%	5,3%	60,5%	100,0%	10,6%	24,2%	,5%	64,7%	100,0%

Country: Jordan - Rural population



## ANNEX 5: TABLES LEBANON

### MEDIA FRUITION HABITS BY URBAN-RURAL DIVIDE

#### How much time do you watch TV?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	5,8%	4,9%
1-2 times per month	6,4%	5,7%
1-2 times per week	19,2%	25,0%
1-2 hours per day	50,6%	44,3%
3-4 hours per day	11,5%	13,5%
more than 4 hours per day	6,4%	6,6%
Total	100,0%	100,0%

Country: Lebanon

#### How much time do you use the Internet?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	1,3%	4,1%
1-2 times per month	,0%	,0%
1-2 times per week	1,3%	2,5%
1-2 hours per day	20,5%	28,7%
3-4 hours per day	35,3%	22,1%
more than 4 hours per day	41,7%	42,6%
Total	100,0%	100,0%

Country: Lebanon



### How much time do you use smartphone/tablet?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	2,6%	7,0%
1-2 times per month	,6%	,0%
1-2 times per week	2,6%	2,0%
1-2 hours per day	18,6%	26,6%
3-4 hours per day	35,9%	22,5%
more than 4 hours per day	39,7%	41,8%
Total	100,0%	100,0%

Country: Lebanon

### Do you use the following social networks?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	89,7%	10,3%	100,0%	86,9%	13,1%	100,0%
Twitter	24,4%	75,6%	100,0%	13,9%	86,1%	100,0%
Instagram	62,8%	37,2%	100,0%	55,3%	44,7%	100,0%
Youtube	71,8%	28,2%	100,0%	65,2%	34,8%	100,0%
WhatsApp	99,4%	,6%	100,0%	95,9%	4,1%	100,0%

Country: Lebanon



## FILM/TV SERIALS CONSUMPTION HABITS BY URBAN-RURAL DIVIDE

How often do you go to cinema halls?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	19,9%	25,4%
1-2 times per year	34,6%	26,6%
1-2 times per month	31,4%	34,8%
1-2 times per week	14,1%	13,1%
Total	100,0%	100,0%

Country: Lebanon

How often do you go to film festivals?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	59,6%	68,0%
1-2 times per year	33,3%	27,5%
1-2 times per month	6,4%	2,9%
1-2 times per week	,6%	1,6%
Total	100,0%	100,0%

Country: Lebanon





### How often do you watch movies/series at home?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	13,5%	10,7%
1-2 times per month	35,3%	33,6%
1-2 times per week	41,7%	38,5%
Every day	9,6%	17,2%
Total	100,0%	100,0%

Country: Lebanon

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	85,9%	14,1%	100,0%	83,6%	16,4%	100,0%
Not enough time, because of household chores, care of child, etc	40,4%	59,6%	100,0%	50,8%	49,2%	100,0%
Husband/family prohibition	18,6%	81,4%	100,0%	11,9%	88,1%	100,0%
Bad quality of the available offer	17,3%	82,7%	100,0%	17,6%	82,4%	100,0%
Poor quality of the available offer	17,9%	82,1%	100,0%	19,7%	80,3%	100,0%
Lack of financial resources/ticket price/price of TV subscription	15,4%	84,6%	100,0%	12,3%	87,7%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	10,9%	89,1%	100,0%	13,5%	86,5%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	6,4%	93,6%	100,0%	5,3%	94,7%	100,0%
Cinema opening times/TV series schedule	10,9%	89,1%	100,0%	8,6%	91,4%	100,0%
Because of stereotypes linked to going to the cinema	2,6%	97,4%	100,0%	2,0%	98,0%	100,0%
Other obstacles	10,3%	89,7%	100,0%	7,4%	92,6%	100,0%

Country: Lebanon



**Which medium do you use for watching movies/series at home?**

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	89,7%	10,3%	100,0%	92,6%	7,4%	100,0%
Internet	63,5%	36,5%	100,0%	54,5%	45,5%	100,0%
DVD, Bluray, USB, etc	60,3%	39,7%	100,0%	49,6%	50,4%	100,0%

Country: Lebanon

**Do you use any subscriptions to watch movies/series?**

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Yes	53,2%	53,3%
No	46,8%	46,7%
Total	100,0%	100,0%

Country: Lebanon



Would you be interested in any of the following initiatives?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	30,8%	69,2%	100,0%	52,5%	47,5%	100,0%
Cineforum, cinema club: films followed by discussion	27,6%	72,4%	100,0%	30,7%	69,3%	100,0%
Movie screening with reduced ticket price	47,4%	52,6%	100,0%	43,0%	57,0%	100,0%
Movie screening in different time slots during the day	31,4%	68,6%	100,0%	30,3%	69,7%	100,0%
Transportation to reach cinema halls	16,0%	84,0%	100,0%	23,0%	77,0%	100,0%
Cinema festivals	34,0%	66,0%	100,0%	32,0%	68,0%	100,0%
Itinerant movie exhibitions	34,6%	65,4%	100,0%	37,3%	62,7%	100,0%
Seminars on the history of the movie open to public	21,8%	78,2%	100,0%	24,2%	75,8%	100,0%
Education to cinema and screening movies in the schools	55,1%	44,9%	100,0%	65,6%	34,4%	100,0%
Opening of video store	17,9%	82,1%	100,0%	16,0%	84,0%	100,0%
Opening of video library within local institutions	23,1%	76,9%	100,0%	19,7%	80,3%	100,0%
Regular screening of movies in private premises	32,1%	67,9%	100,0%	31,1%	68,9%	100,0%
Availability of free downloads or discount price downloads from the web	50,6%	49,4%	100,0%	45,9%	54,1%	100,0%
Greater offer of movies or TV series on television	48,1%	51,9%	100,0%	54,1%	45,9%	100,0%
Providing local community with a projector	17,3%	82,7%	100,0%	21,3%	78,7%	100,0%

Country: Lebanon



### Which kind of movies/series do you prefer?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	35,9%	23,8%
Engaged / committed to a cause movies/TV series	2,6%	1,2%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	17,3%	18,9%
No specific preferences	44,2%	56,1%
Total	100,0%	100,0%

Country: Lebanon

### Which genre of movies/series do you prefer?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	87,8%	12,2%	100,0%	86,1%	13,9%	100,0%
Action/adventure	80,8%	19,2%	100,0%	79,5%	20,5%	100,0%
Drama	69,9%	30,1%	100,0%	84,8%	15,2%	100,0%
Documentary	74,4%	25,6%	100,0%	78,3%	21,7%	100,0%
Romantic	47,4%	52,6%	100,0%	66,4%	33,6%	100,0%
Horror/thriller	60,9%	39,1%	100,0%	55,7%	44,3%	100,0%
Children/family	25,0%	75,0%	100,0%	32,0%	68,0%	100,0%
Religion	30,8%	69,2%	100,0%	41,8%	58,2%	100,0%
Indian movies	21,2%	78,8%	100,0%	24,2%	75,8%	100,0%

Country: Lebanon



### How much do you appreciate movies/series from the following countries?

	Urban					Rural				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	16,0%	56,4%	16,7%	10,9%	100,0%	23,4%	56,6%	9,8%	10,2%	100,0%
Films/series of Maghreb	,6%	5,8%	22,4%	71,2%	100,0%	,8%	8,6%	21,3%	69,3%	100,0%
Turkish films/series	7,1%	29,5%	13,5%	50,0%	100,0%	10,7%	32,4%	13,9%	43,0%	100,0%
Middle eastern films/series	5,8%	28,8%	16,0%	49,4%	100,0%	7,4%	38,5%	13,1%	41,0%	100,0%
Sub-saharan Africa films/series	3,2%	9,6%	19,9%	67,3%	100,0%	2,0%	4,9%	22,1%	70,9%	100,0%
American (USA) films/series	46,8%	42,3%	3,8%	7,1%	100,0%	23,4%	53,3%	8,6%	14,8%	100,0%
Latin American films/series	10,9%	17,3%	16,7%	55,1%	100,0%	3,7%	15,6%	16,8%	63,9%	100,0%
European films/series	19,9%	25,0%	10,3%	44,9%	100,0%	14,3%	23,4%	11,5%	50,8%	100,0%
Indian films/series	6,4%	18,6%	13,5%	61,5%	100,0%	9,0%	21,7%	17,6%	51,6%	100,0%
Other Asian films/series	3,8%	14,1%	17,3%	64,7%	100,0%	4,1%	7,4%	21,3%	67,2%	100,0%

Country: Lebanon

### What does influence you most in choosing film/series?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	52,6%	47,4%	100,0%	45,5%	54,5%	100,0%
Newspaper articles, specialised magazines	21,2%	78,8%	100,0%	27,5%	72,5%	100,0%
Advertisement/trailers on radio or television	72,4%	27,6%	100,0%	71,7%	28,3%	100,0%
Advertisement/trailers on the Internet	73,1%	26,9%	100,0%	67,2%	32,8%	100,0%
Opinions or rumours in the social networks	57,1%	42,9%	100,0%	54,1%	45,9%	100,0%
Word of mouth	72,4%	27,6%	100,0%	78,3%	21,7%	100,0%
Presence of a specific actor or director	56,4%	43,6%	100,0%	43,0%	57,0%	100,0%
Reputation of the film director	27,6%	72,4%	100,0%	20,9%	79,1%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	32,7%	67,3%	100,0%	45,5%	54,5%	100,0%

Country: Lebanon



## SENSITIVITY TO SOCIAL ISSUES BY URBAN-RURAL DIVIDE

What is your attitude towards women producers/directors of films/series?

	Urban/rural	
	Urban Column N %	Rural Column N %
I don't like most movies / series made by women	1,9%	,4%
I like most movies / series made by women	10,3%	9,8%
In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders	75,0%	75,4%
In their battle for parity women must establish themselves also in the filmmaking sector	7,7%	9,4%
Women shouldn't do cinema, it's not their job	5,1%	4,9%
Total	100,0%	100,0%

Country: Lebanon



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Urban				Rural			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	12,2%	49,4%	38,5%	100,0%	12,7%	56,6%	30,7%	100,0%
Youth problems	17,9%	48,1%	34,0%	100,0%	14,3%	61,5%	24,2%	100,0%
The problems of the elderly	12,8%	48,1%	39,1%	100,0%	16,8%	57,8%	25,4%	100,0%
The problems of people with disabilities	23,7%	41,0%	35,3%	100,0%	25,8%	48,8%	25,4%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	39,7%	24,4%	35,9%	100,0%	39,8%	34,0%	26,2%	100,0%
Violence against women	45,5%	19,9%	34,6%	100,0%	47,1%	29,1%	23,8%	100,0%
Sexual exploitation of women and children	45,5%	18,6%	35,9%	100,0%	45,5%	29,9%	24,6%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	11,5%	46,8%	41,7%	100,0%	10,7%	52,0%	37,3%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	9,6%	43,6%	46,8%	100,0%	5,3%	47,5%	47,1%	100,0%
International jihadist terrorism, youth joining terrorist groups	16,0%	48,1%	35,9%	100,0%	24,2%	40,6%	35,2%	100,0%

Country: Lebanon



### Ideal model of society as for relations between women and men

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	34,0%	29,1%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	54,5%	59,0%
Women engage more in family care, children education; men in work, politics, power/exercise authority	11,5%	11,9%
Total	100,0%	100,0%

Country: Lebanon

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Urban					Rural				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	17,3%	60,3%	12,2%	10,3%	100,0%	23,0%	54,9%	9,8%	12,3%	100,0%
Films/series of Maghreb	,6%	7,7%	15,4%	76,3%	100,0%	1,6%	7,8%	16,0%	74,6%	100,0%
Turkish films/series	9,0%	20,5%	12,2%	58,3%	100,0%	9,4%	25,8%	13,9%	50,8%	100,0%
Middle eastern films/series	8,3%	24,4%	10,3%	57,1%	100,0%	8,2%	36,1%	11,5%	44,3%	100,0%
Sub-Saharan African films/series	1,3%	9,0%	16,0%	73,7%	100,0%	,8%	8,2%	16,4%	74,6%	100,0%
American (USA) films/series	39,7%	42,9%	4,5%	12,8%	100,0%	20,1%	55,7%	8,6%	15,6%	100,0%
Latin American films/series	11,5%	17,3%	14,7%	56,4%	100,0%	3,7%	16,0%	18,0%	62,3%	100,0%
European films/series	25,6%	23,1%	9,6%	41,7%	100,0%	12,7%	23,8%	11,9%	51,6%	100,0%
Indian films/series	6,4%	13,5%	11,5%	68,6%	100,0%	5,7%	16,8%	15,2%	62,3%	100,0%
Other Asian films/series	1,9%	12,8%	16,7%	68,6%	100,0%	1,2%	7,8%	17,2%	73,8%	100,0%

Country: Lebanon





### Ideal model of society as for relations with minorities

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Promotion of diversity	37,8%	44,3%
Conditioned openness to diversity	51,3%	44,7%
Rejection of diversity	10,9%	11,1%
Total	100,0%	100,0%

Country: Lebanon

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Urban					Rural				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	18,6%	55,1%	13,5%	12,8%	100,0%	20,5%	54,9%	9,4%	15,2%	100,0%
Films/series of Maghreb	1,3%	8,3%	16,0%	74,4%	100,0%	1,6%	7,0%	22,5%	68,9%	100,0%
Turkish films/series	8,3%	18,6%	10,9%	62,2%	100,0%	8,2%	23,8%	21,3%	46,7%	100,0%
Middle eastern films/series	7,7%	25,6%	10,3%	56,4%	100,0%	7,4%	34,0%	14,8%	43,9%	100,0%
Sub-Saharan films/series	2,6%	7,7%	16,7%	73,1%	100,0%	1,6%	6,1%	22,5%	69,7%	100,0%
American (USA) films/series	30,1%	47,4%	8,3%	14,1%	100,0%	17,2%	50,8%	9,8%	22,1%	100,0%
Latin American films/series	7,1%	19,9%	12,2%	60,9%	100,0%	4,1%	15,6%	20,1%	60,2%	100,0%
European films/series	21,2%	23,1%	8,3%	47,4%	100,0%	12,3%	20,5%	14,3%	52,9%	100,0%
Indian films/series	6,4%	14,1%	9,6%	69,9%	100,0%	4,9%	13,1%	19,3%	62,7%	100,0%
Other Asian films/series	3,8%	11,5%	14,1%	70,5%	100,0%	1,6%	5,7%	19,3%	73,4%	100,0%

Country: Lebanon



## RURAL, MEDIA FRUITION HABITS BY GENDER DIVIDE

### How much time do you watch TV?

	Sex	
	Male	Female
	Column N %	Column N %
Never	6,6%	3,3%
1-2 times per month	5,7%	5,7%
1-2 times per week	31,1%	18,9%
1-2 hours per day	45,9%	42,6%
3-4 hours per day	7,4%	19,7%
more than 4 hours per day	3,3%	9,8%
Total	100,0%	100,0%

Country: Lebanon - Rural population

### How much time do you use the Internet?

	Sex	
	Male	Female
	Column N %	Column N %
Never	,8%	7,4%
1-2 times per month	,0%	,0%
1-2 times per week	1,6%	3,3%
1-2 hours per day	25,4%	32,0%
3-4 hours per day	13,1%	31,1%
more than 4 hours per day	59,0%	26,2%
Total	100,0%	100,0%

Country: Lebanon - Rural population



### How much time do you use smartphone/tablet?

	Sex	
	Male	Female
	Column N %	Column N %
Never	1,6%	12,3%
1-2 times per month	,0%	,0%
1-2 times per week	2,5%	1,6%
1-2 hours per day	21,3%	32,0%
3-4 hours per day	13,1%	32,0%
more than 4 hours per day	61,5%	22,1%
Total	100,0%	100,0%

Country: Lebanon - Rural population

### Do you use the following social networks?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	93,4%	6,6%	100,0%	80,3%	19,7%	100,0%
Twitter	14,8%	85,2%	100,0%	13,1%	86,9%	100,0%
Instagram	64,8%	35,2%	100,0%	45,9%	54,1%	100,0%
Youtube	78,7%	21,3%	100,0%	51,6%	48,4%	100,0%
WhatsApp	100,0%	,0%	100,0%	91,8%	8,2%	100,0%

Country: Lebanon - Rural population



## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY GENDER DIVIDE

How often do you go to cinema halls?

	Sex	
	Male	Female
	Column N %	Column N %
Never	19,7%	31,1%
1-2 times per year	25,4%	27,9%
1-2 times per month	36,1%	33,6%
1-2 times per week	18,9%	7,4%
Total	100,0%	100,0%

Country: Lebanon - Rural population

How often do you go to film festivals?

	Sex	
	Male	Female
	Column N %	Column N %
Never	62,3%	73,8%
1-2 times per year	31,1%	23,8%
1-2 times per month	4,1%	1,6%
1-2 times per week	2,5%	,8%
Total	100,0%	100,0%

Country: Lebanon - Rural population



### How often do you watch movies/series at home?

	Sex	
	Male	Female
	Column N %	Column N %
Never	13,1%	8,2%
1-2 times per month	42,6%	24,6%
1-2 times per week	34,4%	42,6%
Every day	9,8%	24,6%
Total	100,0%	100,0%

Country: Lebanon - Rural population

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	78,7%	21,3%	100,0%	88,5%	11,5%	100,0%
Not enough time, because of household chores, care of child, etc	41,8%	58,2%	100,0%	59,8%	40,2%	100,0%
Husband/family prohibition	3,3%	96,7%	100,0%	20,5%	79,5%	100,0%
Bad quality of the available offer	27,9%	72,1%	100,0%	7,4%	92,6%	100,0%
Poor quality of the available offer	32,8%	67,2%	100,0%	6,6%	93,4%	100,0%
Lack of financial resources/ticket price/price of TV subscription	13,9%	86,1%	100,0%	10,7%	89,3%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	13,9%	86,1%	100,0%	13,1%	86,9%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	5,7%	94,3%	100,0%	4,9%	95,1%	100,0%
Cinema opening times/TV series schedule	9,0%	91,0%	100,0%	8,2%	91,8%	100,0%
Because of stereotypes linked to going to the cinema	3,3%	96,7%	100,0%	,8%	99,2%	100,0%
Other obstacles	8,2%	91,8%	100,0%	6,6%	93,4%	100,0%

Country: Lebanon - Rural population



**Which medium do you use for watching movies/series at home?**

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	94,3%	5,7%	100,0%	91,0%	9,0%	100,0%
Internet	73,8%	26,2%	100,0%	35,2%	64,8%	100,0%
DVD, Bluray, USB, etc	59,0%	41,0%	100,0%	40,2%	59,8%	100,0%

Country: Lebanon - Rural population

**Do you use any subscriptions to watch movies/series?**

	Sex	
	Male	Female
	Column N %	Column N %
Yes	58,2%	48,4%
No	41,8%	51,6%
Total	100,0%	100,0%

Country: Lebanon - Rural population



**Would you be interested in any of the following initiatives?**

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	61,5%	38,5%	100,0%	43,4%	56,6%	100,0%
Cineforum, cinema club: films followed by discussion	40,2%	59,8%	100,0%	21,3%	78,7%	100,0%
Movie screening with reduced ticket price	44,3%	55,7%	100,0%	41,8%	58,2%	100,0%
Movie screening in different time slots during the day	30,3%	69,7%	100,0%	30,3%	69,7%	100,0%
Transportation to reach cinema halls	17,2%	82,8%	100,0%	28,7%	71,3%	100,0%
Cinema festivals	41,8%	58,2%	100,0%	22,1%	77,9%	100,0%
Itinerant movie exhibitions	45,1%	54,9%	100,0%	29,5%	70,5%	100,0%
Seminars on the history of the movie open to public	23,0%	77,0%	100,0%	25,4%	74,6%	100,0%
Education to cinema and screening movies in the schools	65,6%	34,4%	100,0%	65,6%	34,4%	100,0%
Opening of video store	17,2%	82,8%	100,0%	14,8%	85,2%	100,0%
Opening of video library within local institutions	23,8%	76,2%	100,0%	15,6%	84,4%	100,0%
Regular screening of movies in private premises	37,7%	62,3%	100,0%	24,6%	75,4%	100,0%
Availability of free downloads or discount price downloads from the web	55,7%	44,3%	100,0%	36,1%	63,9%	100,0%
Greater offer of movies or TV series on television	54,9%	45,1%	100,0%	53,3%	46,7%	100,0%
Providing local community with a projector	27,9%	72,1%	100,0%	14,8%	85,2%	100,0%

Country: Lebanon - Rural population



### Which kind of movies/series do you prefer?

	Sex	
	Male	Female
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	22,1%	25,4%
Engaged / committed to a cause movies/TV series	1,6%	,8%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	15,6%	22,1%
No specific preferences	60,7%	51,6%
Total	100,0%	100,0%

Country: Lebanon - Rural population

### Which genre of movies/series do you prefer?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	86,9%	13,1%	100,0%	85,2%	14,8%	100,0%
Action/adventure	95,9%	4,1%	100,0%	63,1%	36,9%	100,0%
Drama	78,7%	21,3%	100,0%	91,0%	9,0%	100,0%
Documentary	79,5%	20,5%	100,0%	77,0%	23,0%	100,0%
Romantic	57,4%	42,6%	100,0%	75,4%	24,6%	100,0%
Horror/thriller	75,4%	24,6%	100,0%	36,1%	63,9%	100,0%
Children/family	33,6%	66,4%	100,0%	30,3%	69,7%	100,0%
Religion	38,5%	61,5%	100,0%	45,1%	54,9%	100,0%
Indian movies	14,8%	85,2%	100,0%	33,6%	66,4%	100,0%

Country: Lebanon - Rural population





### How much do you appreciate movies/series from the following countries?

	Male					Female				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	30,3%	50,0%	9,0%	10,7%	100,0%	16,4%	63,1%	10,7%	9,8%	100,0%
Films/series of Maghreb	1,6%	11,5%	21,3%	65,6%	100,0%	,0%	5,7%	21,3%	73,0%	100,0%
Turkish films/series	12,3%	24,6%	14,8%	48,4%	100,0%	9,0%	40,2%	13,1%	37,7%	100,0%
Middle eastern films/series	12,3%	38,5%	9,8%	39,3%	100,0%	2,5%	38,5%	16,4%	42,6%	100,0%
Sub-saharan Africa films/series	2,5%	6,6%	23,0%	68,0%	100,0%	1,6%	3,3%	21,3%	73,8%	100,0%
American (USA) films/series	29,5%	47,5%	7,4%	15,6%	100,0%	17,2%	59,0%	9,8%	13,9%	100,0%
Latin American films/series	2,5%	18,9%	16,4%	62,3%	100,0%	4,9%	12,3%	17,2%	65,6%	100,0%
European films/series	15,6%	26,2%	10,7%	47,5%	100,0%	13,1%	20,5%	12,3%	54,1%	100,0%
Indian films/series	11,5%	13,1%	21,3%	54,1%	100,0%	6,6%	30,3%	13,9%	49,2%	100,0%
Other Asian films/series	7,4%	11,5%	21,3%	59,8%	100,0%	,8%	3,3%	21,3%	74,6%	100,0%

Country: Lebanon - Rural population

### What does influence you most in choosing film/series?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	53,3%	46,7%	100,0%	37,7%	62,3%	100,0%
Newspaper articles, specialised magazines	37,7%	62,3%	100,0%	17,2%	82,8%	100,0%
Advertisement/trailers on radio or television	68,9%	31,1%	100,0%	74,6%	25,4%	100,0%
Advertisement/trailers on the Internet	79,5%	20,5%	100,0%	54,9%	45,1%	100,0%
Opinions or rumours in the social networks	71,3%	28,7%	100,0%	36,9%	63,1%	100,0%
Word of mouth	73,0%	27,0%	100,0%	83,6%	16,4%	100,0%
Presence of a specific actor or director	49,2%	50,8%	100,0%	36,9%	63,1%	100,0%
Reputation of the film director	19,7%	80,3%	100,0%	22,1%	77,9%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	47,5%	52,5%	100,0%	43,4%	56,6%	100,0%

Country: Lebanon - Rural population



## RURAL, SENSITIVITY TO SOCIAL ISSUES BY GENDER DIVIDE

What is your attitude towards women producers/directors of films/series?

	Sex	
	Male Column N %	Female Column N %
I don't like most movies / series made by women	,0%	,8%
I like most movies / series made by women	7,4%	12,3%
In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders	79,5%	71,3%
In their battle for parity women must establish themselves also in the filmmaking sector	8,2%	10,7%
Women shouldn't do cinema, it's not their job	4,9%	4,9%
Total	100,0%	100,0%

Country: Lebanon - Rural population



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Male				Female			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	15,6%	58,2%	26,2%	100,0%	9,8%	54,9%	35,2%	100,0%
Youth problems	23,8%	58,2%	18,0%	100,0%	4,9%	64,8%	30,3%	100,0%
The problems of the elderly	29,5%	51,6%	18,9%	100,0%	4,1%	63,9%	32,0%	100,0%
The problems of people with disabilities	40,2%	41,0%	18,9%	100,0%	11,5%	56,6%	32,0%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	46,7%	30,3%	23,0%	100,0%	32,8%	37,7%	29,5%	100,0%
Violence against women	55,7%	23,8%	20,5%	100,0%	38,5%	34,4%	27,0%	100,0%
Sexual exploitation of women and children	55,7%	26,2%	18,0%	100,0%	35,2%	33,6%	31,1%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	13,9%	51,6%	34,4%	100,0%	7,4%	52,5%	40,2%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	7,4%	50,8%	41,8%	100,0%	3,3%	44,3%	52,5%	100,0%
International jihadist terrorism, youth joining terrorist groups	37,7%	35,2%	27,0%	100,0%	10,7%	45,9%	43,4%	100,0%

Country: Lebanon - Rural population



### Ideal model of society as for relations between women and men

	Sex	
	Male	Female
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	35,2%	23,0%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	53,3%	64,8%
Women engage more in family care, children education; men in work, politics, power/exercise authority	11,5%	12,3%
Total	100,0%	100,0%

Country: Lebanon - Rural population

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Male					Female				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	28,7%	50,8%	8,2%	12,3%	100,0%	17,2%	59,0%	11,5%	12,3%	100,0%
Films/series of Maghreb	,8%	9,8%	18,9%	70,5%	100,0%	2,5%	5,7%	13,1%	78,7%	100,0%
Turkish films/series	11,5%	21,3%	15,6%	51,6%	100,0%	7,4%	30,3%	12,3%	50,0%	100,0%
Middle eastern films/series	12,3%	33,6%	9,0%	45,1%	100,0%	4,1%	38,5%	13,9%	43,4%	100,0%
Sub-Saharan African films/series	,8%	8,2%	16,4%	74,6%	100,0%	,8%	8,2%	16,4%	74,6%	100,0%
American (USA) films/series	23,0%	54,1%	7,4%	15,6%	100,0%	17,2%	57,4%	9,8%	15,6%	100,0%
Latin American films/series	2,5%	18,0%	19,7%	59,8%	100,0%	4,9%	13,9%	16,4%	64,8%	100,0%
European films/series	17,2%	25,4%	10,7%	46,7%	100,0%	8,2%	22,1%	13,1%	56,6%	100,0%
Indian films/series	8,2%	14,8%	13,9%	63,1%	100,0%	3,3%	18,9%	16,4%	61,5%	100,0%
Other Asian films/series	,8%	11,5%	19,7%	68,0%	100,0%	1,6%	4,1%	14,8%	79,5%	100,0%

Country: Lebanon - Rural population



### Ideal model of society as for relations with minorities

	Sex	
	Male	Female
	Column N %	Column N %
Promotion of diversity	50,8%	37,7%
Conditioned openness to diversity	39,3%	50,0%
Rejection of diversity	9,8%	12,3%
Total	100,0%	100,0%

Country: Lebanon - Rural population

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Male					Female				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	26,2%	50,8%	8,2%	14,8%	100,0%	14,8%	59,0%	10,7%	15,6%	100,0%
Films/series of Maghreb	,8%	9,8%	27,0%	62,3%	100,0%	2,5%	4,1%	18,0%	75,4%	100,0%
Turkish films/series	10,7%	18,0%	23,8%	47,5%	100,0%	5,7%	29,5%	18,9%	45,9%	100,0%
Middle eastern films/series	12,3%	29,5%	12,3%	45,9%	100,0%	2,5%	38,5%	17,2%	41,8%	100,0%
Sub-Saharan films/series	2,5%	9,8%	23,8%	63,9%	100,0%	,8%	2,5%	21,3%	75,4%	100,0%
American (USA) films/series	22,1%	50,8%	4,1%	23,0%	100,0%	12,3%	50,8%	15,6%	21,3%	100,0%
Latin American films/series	3,3%	18,9%	20,5%	57,4%	100,0%	4,9%	12,3%	19,7%	63,1%	100,0%
European films/series	17,2%	22,1%	11,5%	49,2%	100,0%	7,4%	18,9%	17,2%	56,6%	100,0%
Indian films/series	7,4%	11,5%	20,5%	60,7%	100,0%	2,5%	14,8%	18,0%	64,8%	100,0%
Other Asian films/series	2,5%	8,2%	22,1%	67,2%	100,0%	,8%	3,3%	16,4%	79,5%	100,0%

Country: Lebanon - Rural population



## RURAL, MEDIA FRUITION HABITS BY AGE DIVIDE

### How much time do you watch TV?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	4,9%	4,6%	5,3%
1-2 times per month	9,8%	3,1%	,0%
1-2 times per week	29,5%	23,1%	17,5%
1-2 hours per day	42,6%	47,7%	43,9%
3-4 hours per day	8,2%	18,5%	19,3%
more than 4 hours per day	4,9%	3,1%	14,0%
Total	100,0%	100,0%	100,0%

Country: Lebanon - Rural population

### How much time do you use the Internet?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	2,5%	6,2%	5,3%
1-2 times per month	,0%	,0%	,0%
1-2 times per week	,8%	4,6%	3,5%
1-2 hours per day	13,9%	30,8%	57,9%
3-4 hours per day	27,0%	21,5%	12,3%
more than 4 hours per day	55,7%	36,9%	21,1%
Total	100,0%	100,0%	100,0%

Country: Lebanon - Rural population



### How much time do you use smartphone/tablet?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	4,1%	13,8%	5,3%
1-2 times per month	,0%	,0%	,0%
1-2 times per week	,8%	1,5%	5,3%
1-2 hours per day	14,8%	24,6%	54,4%
3-4 hours per day	27,9%	21,5%	12,3%
more than 4 hours per day	52,5%	38,5%	22,8%
Total	100,0%	100,0%	100,0%

Country: Lebanon - Rural population

### Do you use the following social networks?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	90,2%	9,8%	100,0%	87,7%	12,3%	100,0%	78,9%	21,1%	100,0%
Twitter	16,4%	83,6%	100,0%	9,2%	90,8%	100,0%	14,0%	86,0%	100,0%
Instagram	73,8%	26,2%	100,0%	49,2%	50,8%	100,0%	22,8%	77,2%	100,0%
Youtube	81,1%	18,9%	100,0%	60,0%	40,0%	100,0%	36,8%	63,2%	100,0%
WhatsApp	95,9%	4,1%	100,0%	95,4%	4,6%	100,0%	96,5%	3,5%	100,0%

Country: Lebanon - Rural population



## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY AGE DIVIDE

### How often do you go to cinema halls?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	16,4%	26,2%	43,9%
1-2 times per year	21,3%	38,5%	24,6%
1-2 times per month	48,4%	27,7%	14,0%
1-2 times per week	13,9%	7,7%	17,5%
Total	100,0%	100,0%	100,0%

Country: Lebanon - Rural population

### How often do you go to film festivals?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	56,6%	75,4%	84,2%
1-2 times per year	36,9%	23,1%	12,3%
1-2 times per month	3,3%	1,5%	3,5%
1-2 times per week	3,3%	,0%	,0%
Total	100,0%	100,0%	100,0%

Country: Lebanon - Rural population





### How often do you watch movies/series at home?

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Never	13,1%	7,7%	8,8%
1-2 times per month	36,9%	36,9%	22,8%
1-2 times per week	41,8%	36,9%	33,3%
Every day	8,2%	18,5%	35,1%
Total	100,0%	100,0%	100,0%

Country: Lebanon - Rural population



**Which are the main obstacles, if any, that limit your vision of movies/Tv series?**

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	74,6%	25,4%	100,0%	89,2%	10,8%	100,0%	96,5%	3,5%	100,0%
Not enough time, because of household chores, care of child, etc	27,9%	72,1%	100,0%	70,8%	29,2%	100,0%	77,2%	22,8%	100,0%
Husband/family prohibition	9,0%	91,0%	100,0%	18,5%	81,5%	100,0%	10,5%	89,5%	100,0%
Bad quality of the available offer	23,8%	76,2%	100,0%	12,3%	87,7%	100,0%	10,5%	89,5%	100,0%
Poor quality of the available offer	23,8%	76,2%	100,0%	9,2%	90,8%	100,0%	22,8%	77,2%	100,0%
Lack of financial resources/ticket price/price of TV subscription	14,8%	85,2%	100,0%	3,1%	96,9%	100,0%	17,5%	82,5%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	14,8%	85,2%	100,0%	9,2%	90,8%	100,0%	15,8%	84,2%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	4,1%	95,9%	100,0%	4,6%	95,4%	100,0%	8,8%	91,2%	100,0%
Cinema opening times/TV series schedule	7,4%	92,6%	100,0%	3,1%	96,9%	100,0%	17,5%	82,5%	100,0%
Because of stereotypes linked to going to the cinema	2,5%	97,5%	100,0%	1,5%	98,5%	100,0%	1,8%	98,2%	100,0%
Other obstacles	5,7%	94,3%	100,0%	9,2%	90,8%	100,0%	8,8%	91,2%	100,0%

Country: Lebanon - Rural population



### Which medium do you use for watching movies/series at home?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	89,3%	10,7%	100,0%	95,4%	4,6%	100,0%	96,5%	3,5%	100,0%
Internet	65,6%	34,4%	100,0%	49,2%	50,8%	100,0%	36,8%	63,2%	100,0%
DVD, Bluray, USB, etc	68,9%	31,1%	100,0%	44,6%	55,4%	100,0%	14,0%	86,0%	100,0%

Country: Lebanon - Rural population

### Do you use any subscriptions to watch movies/series?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Yes	56,6%	47,7%	52,6%
No	43,4%	52,3%	47,4%
Total	100,0%	100,0%	100,0%

Country: Lebanon - Rural population



Would you be interested in any of the following initiatives?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	59,0%	41,0%	100,0%	52,3%	47,7%	100,0%	38,6%	61,4%	100,0%
Cineforum, cinema club: films followed by discussion	29,5%	70,5%	100,0%	38,5%	61,5%	100,0%	24,6%	75,4%	100,0%
Movie screening with reduced ticket price	58,2%	41,8%	100,0%	30,8%	69,2%	100,0%	24,6%	75,4%	100,0%
Movie screening in different time slots during the day	27,9%	72,1%	100,0%	32,3%	67,7%	100,0%	33,3%	66,7%	100,0%
Transportation to reach cinema halls	21,3%	78,7%	100,0%	23,1%	76,9%	100,0%	26,3%	73,7%	100,0%
Cinema festivals	34,4%	65,6%	100,0%	30,8%	69,2%	100,0%	28,1%	71,9%	100,0%
Itinerant movie exhibitions	32,0%	68,0%	100,0%	43,1%	56,9%	100,0%	42,1%	57,9%	100,0%
Seminars on the history of the movie open to public	18,0%	82,0%	100,0%	30,8%	69,2%	100,0%	29,8%	70,2%	100,0%
Education to cinema and screening movies in the schools	58,2%	41,8%	100,0%	70,8%	29,2%	100,0%	75,4%	24,6%	100,0%
Opening of video store	23,0%	77,0%	100,0%	15,4%	84,6%	100,0%	1,8%	98,2%	100,0%
Opening of video library within local institutions	22,1%	77,9%	100,0%	20,0%	80,0%	100,0%	14,0%	86,0%	100,0%
Regular screening of movies in private premises	36,1%	63,9%	100,0%	27,7%	72,3%	100,0%	24,6%	75,4%	100,0%
Availability of free downloads or discount price downloads from the web	52,5%	47,5%	100,0%	44,6%	55,4%	100,0%	33,3%	66,7%	100,0%
Greater offer of movies or TV series on television	51,6%	48,4%	100,0%	56,9%	43,1%	100,0%	56,1%	43,9%	100,0%
Providing local community with a projector	23,0%	77,0%	100,0%	24,6%	75,4%	100,0%	14,0%	86,0%	100,0%

Country: Lebanon - Rural population



### Which kind of movies/series do you prefer?

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Amusement/Entertainment (action, crime, comedy...)	35,2%	16,9%	7,0%
Engaged / committed to a cause movies/TV series	1,6%	,0%	1,8%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	13,9%	18,5%	29,8%
No specific preferences	49,2%	64,6%	61,4%
Total	100,0%	100,0%	100,0%

Country: Lebanon - Rural population

### Which genre of movies/series do you prefer?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	88,5%	11,5%	100,0%	86,2%	13,8%	100,0%	80,7%	19,3%	100,0%
Action/adventure	88,5%	11,5%	100,0%	75,4%	24,6%	100,0%	64,9%	35,1%	100,0%
Drama	81,1%	18,9%	100,0%	87,7%	12,3%	100,0%	89,5%	10,5%	100,0%
Documentary	70,5%	29,5%	100,0%	84,6%	15,4%	100,0%	87,7%	12,3%	100,0%
Romantic	66,4%	33,6%	100,0%	72,3%	27,7%	100,0%	59,6%	40,4%	100,0%
Horror/thriller	62,3%	37,7%	100,0%	47,7%	52,3%	100,0%	50,9%	49,1%	100,0%
Children/family	25,4%	74,6%	100,0%	38,5%	61,5%	100,0%	38,6%	61,4%	100,0%
Religion	25,4%	74,6%	100,0%	44,6%	55,4%	100,0%	73,7%	26,3%	100,0%
Indian movies	18,0%	82,0%	100,0%	30,8%	69,2%	100,0%	29,8%	70,2%	100,0%

Country: Lebanon - Rural population



### How much do you appreciate movies/series from the following countries?

	Age 25-					Age 25-44					Age 45+				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	18,9%	58,2%	13,1%	9,8%	100,0%	27,7%	58,5%	7,7%	6,2%	100,0%	28,1%	50,9%	5,3%	15,8%	100,0%
Films/series of Maghreb	1,6%	11,5%	17,2%	69,7%	100,0%	,0%	7,7%	23,1%	69,2%	100,0%	,0%	3,5%	28,1%	68,4%	100,0%
Turkish films/series	11,5%	27,9%	12,3%	48,4%	100,0%	12,3%	27,7%	16,9%	43,1%	100,0%	7,0%	47,4%	14,0%	31,6%	100,0%
Middle eastern films/series	9,0%	43,4%	12,3%	35,2%	100,0%	6,2%	26,2%	18,5%	49,2%	100,0%	5,3%	42,1%	8,8%	43,9%	100,0%
Sub-saharan Africa films/series	2,5%	4,9%	20,5%	72,1%	100,0%	3,1%	4,6%	26,2%	66,2%	100,0%	,0%	5,3%	21,1%	73,7%	100,0%
American (USA) films/series	31,1%	50,8%	7,4%	10,7%	100,0%	21,5%	53,8%	9,2%	15,4%	100,0%	8,8%	57,9%	10,5%	22,8%	100,0%
Latin American films/series	4,9%	17,2%	14,8%	63,1%	100,0%	4,6%	13,8%	18,5%	63,1%	100,0%	,0%	14,0%	19,3%	66,7%	100,0%
European films/series	18,9%	23,0%	9,8%	48,4%	100,0%	13,8%	16,9%	13,8%	55,4%	100,0%	5,3%	31,6%	12,3%	50,9%	100,0%
Indian films/series	9,0%	14,8%	20,5%	55,7%	100,0%	7,7%	23,1%	16,9%	52,3%	100,0%	10,5%	35,1%	12,3%	42,1%	100,0%
Other Asian films/series	4,1%	7,4%	23,8%	64,8%	100,0%	4,6%	10,8%	20,0%	64,6%	100,0%	3,5%	3,5%	17,5%	75,4%	100,0%

Country: Lebanon - Rural population



### What does influence you most in choosing film/series?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	59,8%	40,2%	100,0%	36,9%	63,1%	100,0%	24,6%	75,4%	100,0%
Newspaper articles, specialised magazines	21,3%	78,7%	100,0%	30,8%	69,2%	100,0%	36,8%	63,2%	100,0%
Advertisement/trailers on radio or television	67,2%	32,8%	100,0%	73,8%	26,2%	100,0%	78,9%	21,1%	100,0%
Advertisement/trailers on the Internet	84,4%	15,6%	100,0%	55,4%	44,6%	100,0%	43,9%	56,1%	100,0%
Opinions or rumours in the social networks	64,8%	35,2%	100,0%	52,3%	47,7%	100,0%	33,3%	66,7%	100,0%
Word of mouth	77,0%	23,0%	100,0%	84,6%	15,4%	100,0%	73,7%	26,3%	100,0%
Presence of a specific actor or director	47,5%	52,5%	100,0%	35,4%	64,6%	100,0%	42,1%	57,9%	100,0%
Reputation of the film director	23,8%	76,2%	100,0%	20,0%	80,0%	100,0%	15,8%	84,2%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	42,6%	57,4%	100,0%	49,2%	50,8%	100,0%	47,4%	52,6%	100,0%

Country: Lebanon - Rural population



## RURAL, SENSITIVITY TO SOCIAL ISSUES BY AGE DIVIDE

What is your attitude towards women producers/directors of films/series?

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
I don't like most movies / series made by women	,8%	,0%	,0%
I like most movies / series made by women	13,1%	4,6%	8,8%
In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders	73,0%	78,5%	77,2%
In their battle for parity women must establish themselves also in the filmmaking sector	10,7%	9,2%	7,0%
Women shouldn't do cinema, it's not their job	2,5%	7,7%	7,0%
Total	100,0%	100,0%	100,0%

Country: Lebanon - Rural population





Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Age 25-				Age 25-44				Age 45+			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	13,9%	45,9%	40,2%	100,0%	15,4%	55,4%	29,2%	100,0%	7,0%	80,7%	12,3%	100,0%
Youth problems	15,6%	53,3%	31,1%	100,0%	15,4%	64,6%	20,0%	100,0%	10,5%	75,4%	14,0%	100,0%
The problems of the elderly	15,6%	51,6%	32,8%	100,0%	15,4%	64,6%	20,0%	100,0%	21,1%	63,2%	15,8%	100,0%
The problems of people with disabilities	23,8%	44,3%	32,0%	100,0%	24,6%	53,8%	21,5%	100,0%	31,6%	52,6%	15,8%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	38,5%	31,1%	30,3%	100,0%	38,5%	40,0%	21,5%	100,0%	43,9%	33,3%	22,8%	100,0%
Violence against women	45,1%	27,0%	27,9%	100,0%	52,3%	29,2%	18,5%	100,0%	45,6%	33,3%	21,1%	100,0%
Sexual exploitation of women and children	43,4%	26,2%	30,3%	100,0%	50,8%	30,8%	18,5%	100,0%	43,9%	36,8%	19,3%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	9,0%	45,9%	45,1%	100,0%	9,2%	52,3%	38,5%	100,0%	15,8%	64,9%	19,3%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	4,1%	40,2%	55,7%	100,0%	7,7%	50,8%	41,5%	100,0%	5,3%	59,6%	35,1%	100,0%
International jihadist terrorism, youth joining terrorist groups	15,6%	40,2%	44,3%	100,0%	29,2%	40,0%	30,8%	100,0%	36,8%	42,1%	21,1%	100,0%

Country: Lebanon - Rural population



#### Ideal model of society as for relations between women and men

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	36,9%	26,2%	15,8%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	54,1%	60,0%	68,4%
Women engage more in family care, children education; men in work, politics, power/exercise authority	9,0%	13,8%	15,8%
Total	100,0%	100,0%	100,0%

Country: Lebanon - Rural population



In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Age 25-					Age 25-44					Age 45+				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	19,7%	55,7%	13,9%	10,7%	100,0%	23,1%	58,5%	7,7%	10,8%	100,0%	29,8%	49,1%	3,5%	17,5%	100,0%
Films/series of Maghreb	1,6%	9,8%	10,7%	77,9%	100,0%	3,1%	7,7%	16,9%	72,3%	100,0%	,0%	3,5%	26,3%	70,2%	100,0%
Turkish films/series	12,3%	23,0%	9,0%	55,7%	100,0%	6,2%	26,2%	18,5%	49,2%	100,0%	7,0%	31,6%	19,3%	42,1%	100,0%
Middle eastern films/series	9,0%	43,4%	9,8%	37,7%	100,0%	7,7%	24,6%	16,9%	50,8%	100,0%	7,0%	33,3%	8,8%	50,9%	100,0%
Sub-Saharan African films/series	,8%	9,8%	12,3%	77,0%	100,0%	1,5%	7,7%	18,5%	72,3%	100,0%	,0%	5,3%	22,8%	71,9%	100,0%
American (USA) films/series	23,8%	54,1%	9,8%	12,3%	100,0%	24,6%	52,3%	9,2%	13,8%	100,0%	7,0%	63,2%	5,3%	24,6%	100,0%
Latin American films/series	3,3%	19,7%	16,4%	60,7%	100,0%	7,7%	10,8%	18,5%	63,1%	100,0%	,0%	14,0%	21,1%	64,9%	100,0%
European films/series	17,2%	22,1%	11,5%	49,2%	100,0%	12,3%	18,5%	12,3%	56,9%	100,0%	3,5%	33,3%	12,3%	50,9%	100,0%
Indian films/series	6,6%	12,3%	13,1%	68,0%	100,0%	3,1%	16,9%	15,4%	64,6%	100,0%	7,0%	26,3%	19,3%	47,4%	100,0%
Other Asian films/series	1,6%	7,4%	17,2%	73,8%	100,0%	1,5%	12,3%	16,9%	69,2%	100,0%	,0%	3,5%	17,5%	78,9%	100,0%

Country: Lebanon - Rural population



### Ideal model of society as for relations with minorities

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Promotion of diversity	50,0%	43,1%	33,3%
Conditioned openness to diversity	39,3%	47,7%	52,6%
Rejection of diversity	10,7%	9,2%	14,0%
Total	100,0%	100,0%	100,0%

Country: Lebanon - Rural population

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Age 25-					Age 25-44					Age 45+				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	18,0%	54,9%	13,1%	13,9%	100,0%	23,1%	55,4%	7,7%	13,8%	100,0%	22,8%	54,4%	3,5%	19,3%	100,0%
Films/series of Maghreb	3,3%	5,7%	20,5%	70,5%	100,0%	,0%	12,3%	18,5%	69,2%	100,0%	,0%	3,5%	31,6%	64,9%	100,0%
Turkish films/series	10,7%	18,9%	18,0%	52,5%	100,0%	6,2%	27,7%	20,0%	46,2%	100,0%	5,3%	29,8%	29,8%	35,1%	100,0%
Middle eastern films/series	9,0%	39,3%	13,9%	37,7%	100,0%	7,7%	27,7%	13,8%	50,8%	100,0%	3,5%	29,8%	17,5%	49,1%	100,0%
Sub-Saharan films/series	2,5%	4,9%	16,4%	76,2%	100,0%	1,5%	9,2%	24,6%	64,6%	100,0%	,0%	5,3%	33,3%	61,4%	100,0%
American (USA) films/series	23,0%	50,0%	7,4%	19,7%	100,0%	15,4%	50,8%	13,8%	20,0%	100,0%	7,0%	52,6%	10,5%	29,8%	100,0%
Latin American films/series	4,9%	19,7%	13,9%	61,5%	100,0%	4,6%	10,8%	24,6%	60,0%	100,0%	1,8%	12,3%	28,1%	57,9%	100,0%
European films/series	14,8%	19,7%	12,3%	53,3%	100,0%	10,8%	16,9%	16,9%	55,4%	100,0%	8,8%	26,3%	15,8%	49,1%	100,0%
Indian films/series	6,6%	7,4%	17,2%	68,9%	100,0%	1,5%	18,5%	13,8%	66,2%	100,0%	5,3%	19,3%	29,8%	45,6%	100,0%
Other Asian films/series	3,3%	4,1%	13,9%	78,7%	100,0%	,0%	12,3%	20,0%	67,7%	100,0%	,0%	1,8%	29,8%	68,4%	100,0%

Country: Lebanon - Rural population



## RURAL, MEDIA FRUITION HABITS BY EDUCATION DIVIDE

### How much time do you watch TV?

	Level of education	
	Low	High
	Column N %	Column N %
Never	7,3%	4,2%
1-2 times per month	3,6%	6,3%
1-2 times per week	10,9%	29,1%
1-2 hours per day	30,9%	48,1%
3-4 hours per day	29,1%	9,0%
more than 4 hours per day	18,2%	3,2%
Total	100,0%	100,0%

Country: Lebanon - Rural population

### How much time do you use the Internet?

	Level of education	
	Low	High
	Column N %	Column N %
Never	14,5%	1,1%
1-2 times per month	,0%	,0%
1-2 times per week	5,5%	1,6%
1-2 hours per day	54,5%	21,2%
3-4 hours per day	10,9%	25,4%
more than 4 hours per day	14,5%	50,8%
Total	100,0%	100,0%

Country: Lebanon - Rural population



### How much time do you use smartphone/tablet?

	Level of education	
	Low	High
	Column N %	Column N %
Never	21,8%	2,6%
1-2 times per month	,0%	,0%
1-2 times per week	3,6%	1,6%
1-2 hours per day	49,1%	20,1%
3-4 hours per day	10,9%	25,9%
more than 4 hours per day	14,5%	49,7%
Total	100,0%	100,0%

Country: Lebanon - Rural population

### Do you use the following social networks?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	69,1%	30,9%	100,0%	92,1%	7,9%	100,0%
Twitter	5,5%	94,5%	100,0%	16,4%	83,6%	100,0%
Instagram	14,5%	85,5%	100,0%	67,2%	32,8%	100,0%
Youtube	32,7%	67,3%	100,0%	74,6%	25,4%	100,0%
WhatsApp	92,7%	7,3%	100,0%	96,8%	3,2%	100,0%

Country: Lebanon - Rural population



## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY EDUCATION DIVID

### How often do you go to cinema halls?

	Level of education	
	Low	High
	Column N %	Column N %
Never	63,6%	14,3%
1-2 times per year	20,0%	28,6%
1-2 times per month	9,1%	42,3%
1-2 times per week	7,3%	14,8%
Total	100,0%	100,0%

Country: Lebanon - Rural population

### How often do you go to film festivals?

	Level of education	
	Low	High
	Column N %	Column N %
Never	89,1%	61,9%
1-2 times per year	5,5%	33,9%
1-2 times per month	1,8%	3,2%
1-2 times per week	3,6%	1,1%
Total	100,0%	100,0%

Country: Lebanon - Rural population



### How often do you watch movies/series at home?

	Level of education	
	Low	High
	Column N %	Column N %
Never	7,3%	11,6%
1-2 times per month	14,5%	39,2%
1-2 times per week	30,9%	40,7%
Every day	47,3%	8,5%
Total	100,0%	100,0%

Country: Lebanon - Rural population

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	85,5%	14,5%	100,0%	83,1%	16,9%	100,0%
Not enough time, because of household chores, care of child, etc	72,7%	27,3%	100,0%	44,4%	55,6%	100,0%
Husband/family prohibition	23,6%	76,4%	100,0%	8,5%	91,5%	100,0%
Bad quality of the available offer	7,3%	92,7%	100,0%	20,6%	79,4%	100,0%
Poor quality of the available offer	12,7%	87,3%	100,0%	21,7%	78,3%	100,0%
Lack of financial resources/ticket price/price of TV subscription	25,5%	74,5%	100,0%	8,5%	91,5%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	30,9%	69,1%	100,0%	8,5%	91,5%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	12,7%	87,3%	100,0%	3,2%	96,8%	100,0%
Cinema opening times/TV series schedule	12,7%	87,3%	100,0%	7,4%	92,6%	100,0%
Because of stereotypes linked to going to the cinema	3,6%	96,4%	100,0%	1,6%	98,4%	100,0%
Other obstacles	10,9%	89,1%	100,0%	6,3%	93,7%	100,0%

Country: Lebanon - Rural population





**Which medium do you use for watching movies/series at home?**

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	98,2%	1,8%	100,0%	91,0%	9,0%	100,0%
Internet	36,4%	63,6%	100,0%	59,8%	40,2%	100,0%
DVD, Bluray, USB, etc	12,7%	87,3%	100,0%	60,3%	39,7%	100,0%

Country: Lebanon - Rural population

**Do you use any subscriptions to watch movies/series?**

	Level of education	
	Low	High
	Column N %	Column N %
Yes	47,3%	55,0%
No	52,7%	45,0%
Total	100,0%	100,0%

Country: Lebanon - Rural population



Would you be interested in any of the following initiatives?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	30,9%	69,1%	100,0%	58,7%	41,3%	100,0%
Cineforum, cinema club: films followed by discussion	16,4%	83,6%	100,0%	34,9%	65,1%	100,0%
Movie screening with reduced ticket price	32,7%	67,3%	100,0%	46,0%	54,0%	100,0%
Movie screening in different time slots during the day	41,8%	58,2%	100,0%	27,0%	73,0%	100,0%
Transportation to reach cinema halls	36,4%	63,6%	100,0%	19,0%	81,0%	100,0%
Cinema festivals	18,2%	81,8%	100,0%	36,0%	64,0%	100,0%
Itinerant movie exhibitions	29,1%	70,9%	100,0%	39,7%	60,3%	100,0%
Seminars on the history of the movie open to public	27,3%	72,7%	100,0%	23,3%	76,7%	100,0%
Education to cinema and screening movies in the schools	56,4%	43,6%	100,0%	68,3%	31,7%	100,0%
Opening of video store	10,9%	89,1%	100,0%	17,5%	82,5%	100,0%
Opening of video library within local institutions	12,7%	87,3%	100,0%	21,7%	78,3%	100,0%
Regular screening of movies in private premises	27,3%	72,7%	100,0%	32,3%	67,7%	100,0%
Availability of free downloads or discount price downloads from the web	23,6%	76,4%	100,0%	52,4%	47,6%	100,0%
Greater offer of movies or TV series on television	43,6%	56,4%	100,0%	57,1%	42,9%	100,0%
Providing local community with a projector	10,9%	89,1%	100,0%	24,3%	75,7%	100,0%

Country: Lebanon - Rural population



### Which kind of movies/series do you prefer?

	Level of education	
	Low	High
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	14,5%	26,5%
Engaged / committed to a cause movies/TV series	,0%	1,6%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	27,3%	16,4%
No specific preferences	58,2%	55,6%
Total	100,0%	100,0%

Country: Lebanon - Rural population

### Which genre of movies/series do you prefer?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	80,0%	20,0%	100,0%	87,8%	12,2%	100,0%
Action/adventure	60,0%	40,0%	100,0%	85,2%	14,8%	100,0%
Drama	89,1%	10,9%	100,0%	83,6%	16,4%	100,0%
Documentary	76,4%	23,6%	100,0%	78,8%	21,2%	100,0%
Romantic	63,6%	36,4%	100,0%	67,2%	32,8%	100,0%
Horror/thriller	29,1%	70,9%	100,0%	63,5%	36,5%	100,0%
Children/family	45,5%	54,5%	100,0%	28,0%	72,0%	100,0%
Religion	63,6%	36,4%	100,0%	35,4%	64,6%	100,0%
Indian movies	43,6%	56,4%	100,0%	18,5%	81,5%	100,0%

Country: Lebanon - Rural population



### How much do you appreciate movies/series from the following countries?

	Low					High				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	32,7%	50,9%	5,5%	10,9%	100,0%	20,6%	58,2%	11,1%	10,1%	100,0%
Films/series of Maghreb	1,8%	12,7%	27,3%	58,2%	100,0%	,5%	7,4%	19,6%	72,5%	100,0%
Turkish films/series	18,2%	50,9%	12,7%	18,2%	100,0%	8,5%	27,0%	14,3%	50,3%	100,0%
Middle eastern films/series	5,5%	30,9%	16,4%	47,3%	100,0%	7,9%	40,7%	12,2%	39,2%	100,0%
Sub-saharan Africa films/series	,0%	7,3%	30,9%	61,8%	100,0%	2,6%	4,2%	19,6%	73,5%	100,0%
American (USA) films/series	3,6%	32,7%	27,3%	36,4%	100,0%	29,1%	59,3%	3,2%	8,5%	100,0%
Latin American films/series	,0%	10,9%	21,8%	67,3%	100,0%	4,8%	16,9%	15,3%	63,0%	100,0%
European films/series	3,6%	20,0%	18,2%	58,2%	100,0%	17,5%	24,3%	9,5%	48,7%	100,0%
Indian films/series	18,2%	34,5%	20,0%	27,3%	100,0%	6,3%	18,0%	16,9%	58,7%	100,0%
Other Asian films/series	5,5%	3,6%	27,3%	63,6%	100,0%	3,7%	8,5%	19,6%	68,3%	100,0%

Country: Lebanon - Rural population

### What does influence you most in choosing film/series?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	14,5%	85,5%	100,0%	54,5%	45,5%	100,0%
Newspaper articles, specialised magazines	18,2%	81,8%	100,0%	30,2%	69,8%	100,0%
Advertisement/trailers on radio or television	65,5%	34,5%	100,0%	73,5%	26,5%	100,0%
Advertisement/trailers on the Internet	40,0%	60,0%	100,0%	75,1%	24,9%	100,0%
Opinions or rumours in the social networks	29,1%	70,9%	100,0%	61,4%	38,6%	100,0%
Word of mouth	80,0%	20,0%	100,0%	77,8%	22,2%	100,0%
Presence of a specific actor or director	21,8%	78,2%	100,0%	49,2%	50,8%	100,0%
Reputation of the film director	5,5%	94,5%	100,0%	25,4%	74,6%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	60,0%	40,0%	100,0%	41,3%	58,7%	100,0%

Country: Lebanon - Rural population



## RURAL, SENSITIVITY TO SOCIAL ISSUES BY EDUCATION DIVIDE

What is your attitude towards women producers/directors of films/series?

	Level of education	
	Low Column N %	High Column N %
I don't like most movies / series made by women	,0%	,5%
I like most movies / series made by women	7,3%	10,6%
In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders	58,2%	80,4%
In their battle for parity women must establish themselves also in the filmmaking sector	18,2%	6,9%
Women shouldn't do cinema, it's not their job	16,4%	1,6%
Total	100,0%	100,0%

Country: Lebanon - Rural population



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Low				High			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	14,5%	67,3%	18,2%	100,0%	12,2%	53,4%	34,4%	100,0%
Youth problems	1,8%	78,2%	20,0%	100,0%	18,0%	56,6%	25,4%	100,0%
The problems of the elderly	16,4%	67,3%	16,4%	100,0%	16,9%	55,0%	28,0%	100,0%
The problems of people with disabilities	30,9%	56,4%	12,7%	100,0%	24,3%	46,6%	29,1%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	32,7%	47,3%	20,0%	100,0%	41,8%	30,2%	28,0%	100,0%
Violence against women	47,3%	38,2%	14,5%	100,0%	47,1%	26,5%	26,5%	100,0%
Sexual exploitation of women and children	45,5%	40,0%	14,5%	100,0%	45,5%	27,0%	27,5%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	10,9%	65,5%	23,6%	100,0%	10,6%	48,1%	41,3%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	3,6%	60,0%	36,4%	100,0%	5,8%	43,9%	50,3%	100,0%
International jihadist terrorism, youth joining terrorist groups	23,6%	52,7%	23,6%	100,0%	24,3%	37,0%	38,6%	100,0%

Country: Lebanon - Rural population



### Ideal model of society as for relations between women and men

	Level of education	
	Low	High
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	7,3%	35,4%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	56,4%	59,8%
Women engage more in family care, children education; men in work, politics, power/exercise authority	36,4%	4,8%
Total	100,0%	100,0%

Country: Lebanon - Rural population

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Low					High				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	34,5%	47,3%	3,6%	14,5%	100,0%	19,6%	57,1%	11,6%	11,6%	100,0%
Films/series of Maghreb	1,8%	10,9%	27,3%	60,0%	100,0%	1,6%	6,9%	12,7%	78,8%	100,0%
Turkish films/series	12,7%	40,0%	21,8%	25,5%	100,0%	8,5%	21,7%	11,6%	58,2%	100,0%
Middle eastern films/series	1,8%	30,9%	21,8%	45,5%	100,0%	10,1%	37,6%	8,5%	43,9%	100,0%
Sub-Saharan African films/series	,0%	5,5%	27,3%	67,3%	100,0%	1,1%	9,0%	13,2%	76,7%	100,0%
American (USA) films/series	5,5%	40,0%	25,5%	29,1%	100,0%	24,3%	60,3%	3,7%	11,6%	100,0%
Latin American films/series	,0%	9,1%	29,1%	61,8%	100,0%	4,8%	18,0%	14,8%	62,4%	100,0%
European films/series	7,3%	20,0%	23,6%	49,1%	100,0%	14,3%	24,9%	8,5%	52,4%	100,0%
Indian films/series	12,7%	36,4%	16,4%	34,5%	100,0%	3,7%	11,1%	14,8%	70,4%	100,0%
Other Asian films/series	3,6%	9,1%	29,1%	58,2%	100,0%	,5%	7,4%	13,8%	78,3%	100,0%

Country: Lebanon - Rural population



### Ideal model of society as for relations with minorities

	Level of education	
	Low	High
	Column N %	Column N %
Promotion of diversity	27,3%	49,2%
Conditioned openness to diversity	45,5%	44,4%
Rejection of diversity	27,3%	6,3%
Total	100,0%	100,0%

Country: Lebanon - Rural population

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Low					High				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	25,5%	54,5%	3,6%	16,4%	100,0%	19,0%	55,0%	11,1%	14,8%	100,0%
Films/series of Maghreb	,0%	12,7%	32,7%	54,5%	100,0%	2,1%	5,3%	19,6%	73,0%	100,0%
Turkish films/series	10,9%	36,4%	25,5%	27,3%	100,0%	7,4%	20,1%	20,1%	52,4%	100,0%
Middle eastern films/series	1,8%	29,1%	29,1%	40,0%	100,0%	9,0%	35,4%	10,6%	45,0%	100,0%
Sub-Saharan films/series	1,8%	9,1%	30,9%	58,2%	100,0%	1,6%	5,3%	20,1%	73,0%	100,0%
American (USA) films/series	3,6%	32,7%	25,5%	38,2%	100,0%	21,2%	56,1%	5,3%	17,5%	100,0%
Latin American films/series	,0%	14,5%	23,6%	61,8%	100,0%	5,3%	15,9%	19,0%	59,8%	100,0%
European films/series	1,8%	18,2%	23,6%	56,4%	100,0%	15,3%	21,2%	11,6%	51,9%	100,0%
Indian films/series	10,9%	27,3%	23,6%	38,2%	100,0%	3,2%	9,0%	18,0%	69,8%	100,0%
Other Asian films/series	3,6%	9,1%	27,3%	60,0%	100,0%	1,1%	4,8%	16,9%	77,2%	100,0%

Country: Lebanon - Rural population





## ANNEX 6: TABLES MOROCCO

### MEDIA FRUITION HABITS BY URBAN-RURAL DIVIDE

How much time do you watch TV?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	6,7%	6,8%
1-2 times per month	4,9%	3,8%
1-2 times per week	15,2%	12,3%
1-2 hours per day	33,5%	36,4%
3-4 hours per day	28,0%	16,9%
more than 4 hours per day	11,6%	23,7%
Total	100,0%	100,0%

Country: Morocco

How much time do you use the Internet?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	7,9%	30,5%
1-2 times per month	1,2%	,8%
1-2 times per week	4,3%	9,3%
1-2 hours per day	18,3%	26,7%
3-4 hours per day	24,4%	15,3%
more than 4 hours per day	43,9%	17,4%
Total	100,0%	100,0%

Country: Morocco



### How much time do you use smartphone/tablet?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	7,9%	29,7%
1-2 times per month	,6%	,8%
1-2 times per week	3,0%	5,1%
1-2 hours per day	9,1%	24,2%
3-4 hours per day	33,5%	22,0%
more than 4 hours per day	45,7%	18,2%
Total	100,0%	100,0%

Country: Morocco

### Do you use the following social networks?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	87,8%	12,2%	100,0%	64,8%	35,2%	100,0%
Twitter	36,0%	64,0%	100,0%	13,6%	86,4%	100,0%
Instagram	55,5%	44,5%	100,0%	23,3%	76,7%	100,0%
Youtube	80,5%	19,5%	100,0%	59,7%	40,3%	100,0%
WhatsApp	86,6%	13,4%	100,0%	68,6%	31,4%	100,0%

Country: Morocco



## FILM/TV SERIALS CONSUMPTION HABITS BY URBAN-RURAL DIVIDE

How often do you go to cinema halls?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	56,7%	75,8%
1-2 times per year	32,3%	14,4%
1-2 times per month	7,3%	4,2%
1-2 times per week	3,7%	5,5%
Total	100,0%	100,0%

Country: Morocco

How often do you go to film festivals?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	67,7%	84,7%
1-2 times per year	28,0%	14,0%
1-2 times per month	3,7%	,8%
1-2 times per week	,6%	,4%
Total	100,0%	100,0%

Country: Morocco



### How often do you watch movies/series at home?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	3,0%	6,4%
1-2 times per month	3,0%	6,8%
1-2 times per week	25,6%	21,6%
Every day	68,3%	65,3%
Total	100,0%	100,0%

Country: Morocco

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	46,3%	53,7%	100,0%	42,8%	57,2%	100,0%
Not enough time, because of household chores, care of child, etc	24,4%	75,6%	100,0%	29,7%	70,3%	100,0%
Husband/family prohibition	6,1%	93,9%	100,0%	8,5%	91,5%	100,0%
Bad quality of the available offer	35,4%	64,6%	100,0%	30,1%	69,9%	100,0%
Poor quality of the available offer	35,4%	64,6%	100,0%	31,4%	68,6%	100,0%
Lack of financial resources/ticket price/price of TV subscription	18,9%	81,1%	100,0%	20,8%	79,2%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	44,5%	55,5%	100,0%	58,9%	41,1%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	36,0%	64,0%	100,0%	35,6%	64,4%	100,0%
Cinema opening times/TV series schedule	25,6%	74,4%	100,0%	42,8%	57,2%	100,0%
Because of stereotypes linked to going to the cinema	14,0%	86,0%	100,0%	16,1%	83,9%	100,0%
Other obstacles	17,7%	82,3%	100,0%	15,3%	84,7%	100,0%

Country: Morocco



**Which medium do you use for watching movies/series at home?**

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	90,9%	9,1%	100,0%	92,4%	7,6%	100,0%
Internet	52,4%	47,6%	100,0%	30,1%	69,9%	100,0%
DVD, Bluray, USB, etc	65,9%	34,1%	100,0%	47,5%	52,5%	100,0%

Country: Morocco

**Do you use any subscriptions to watch movies/series?**

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Yes	12,8%	3,0%
No	87,2%	97,0%
Total	100,0%	100,0%

Country: Morocco



Would you be interested in any of the following initiatives?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	82,9%	17,1%	100,0%	91,9%	8,1%	100,0%
Cineforum, cinema club: films followed by discussion	87,2%	12,8%	100,0%	71,6%	28,4%	100,0%
Movie screening with reduced ticket price	80,5%	19,5%	100,0%	78,4%	21,6%	100,0%
Movie screening in different time slots during the day	75,6%	24,4%	100,0%	72,5%	27,5%	100,0%
Transportation to reach cinema halls	62,8%	37,2%	100,0%	78,0%	22,0%	100,0%
Cinema festivals	80,5%	19,5%	100,0%	84,7%	15,3%	100,0%
Itinerant movie exhibitions	86,0%	14,0%	100,0%	83,5%	16,5%	100,0%
Seminars on the history of the movie open to public	86,6%	13,4%	100,0%	76,7%	23,3%	100,0%
Education to cinema and screening movies in the schools	92,7%	7,3%	100,0%	83,5%	16,5%	100,0%
Opening of video store	53,7%	46,3%	100,0%	70,3%	29,7%	100,0%
Opening of video library within local institutions	82,3%	17,7%	100,0%	80,9%	19,1%	100,0%
Regular screening of movies in private premises	79,3%	20,7%	100,0%	74,2%	25,8%	100,0%
Availability of free downloads or discount price downloads from the web	65,9%	34,1%	100,0%	68,6%	31,4%	100,0%
Greater offer of movies or TV series on television	78,0%	22,0%	100,0%	82,2%	17,8%	100,0%
Providing local community with a projector	87,2%	12,8%	100,0%	85,2%	14,8%	100,0%

Country: Morocco



### Which kind of movies/series do you prefer?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	17,1%	10,6%
Engaged / committed to a cause movies/TV series	2,4%	4,2%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	9,8%	7,6%
No specific preferences	70,7%	77,5%
Total	100,0%	100,0%

Country: Morocco

### Which genre of movies/series do you prefer?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	95,1%	4,9%	100,0%	91,5%	8,5%	100,0%
Action/adventure	83,5%	16,5%	100,0%	71,6%	28,4%	100,0%
Drama	78,0%	22,0%	100,0%	73,3%	26,7%	100,0%
Documentary	80,5%	19,5%	100,0%	70,3%	29,7%	100,0%
Romantic	61,6%	38,4%	100,0%	61,9%	38,1%	100,0%
Horror/thriller	42,7%	57,3%	100,0%	52,5%	47,5%	100,0%
Children/family	76,2%	23,8%	100,0%	73,3%	26,7%	100,0%
Religion	77,4%	22,6%	100,0%	83,5%	16,5%	100,0%
Indian movies	34,1%	65,9%	100,0%	53,4%	46,6%	100,0%

Country: Morocco



### How much do you appreciate movies/series from the following countries?

	Urban					Rural				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	24,4%	46,3%	26,2%	3,0%	100,0%	20,8%	66,5%	8,9%	3,8%	100,0%
Films/series of Maghreb	3,0%	8,5%	25,0%	63,4%	100,0%	4,2%	16,1%	13,6%	66,1%	100,0%
Turkish films/series	32,3%	26,8%	25,6%	15,2%	100,0%	23,3%	45,3%	12,3%	19,1%	100,0%
Middle eastern films/series	21,3%	44,5%	19,5%	14,6%	100,0%	9,3%	52,5%	13,6%	24,6%	100,0%
Sub-saharan Africa films/series	,6%	1,8%	17,1%	80,5%	100,0%	,0%	1,3%	10,2%	88,6%	100,0%
American (USA) films/series	61,0%	24,4%	4,9%	9,8%	100,0%	45,3%	20,3%	5,1%	29,2%	100,0%
Latin American films/series	6,7%	20,7%	42,1%	30,5%	100,0%	,8%	36,4%	15,7%	47,0%	100,0%
European films/series	36,0%	25,0%	17,7%	21,3%	100,0%	12,7%	13,1%	17,4%	56,8%	100,0%
Indian films/series	14,0%	15,9%	37,8%	32,3%	100,0%	23,3%	19,5%	18,6%	38,6%	100,0%
Other Asian films/series	1,8%	22,6%	12,2%	63,4%	100,0%	,8%	8,5%	8,5%	82,2%	100,0%

Country: Morocco

### What does influence you most in choosing film/series?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	28,7%	71,3%	100,0%	14,0%	86,0%	100,0%
Newspaper articles, specialised magazines	55,5%	44,5%	100,0%	32,6%	67,4%	100,0%
Advertisement/trailers on radio or television	79,9%	20,1%	100,0%	77,1%	22,9%	100,0%
Advertisement/trailers on the Internet	79,3%	20,7%	100,0%	58,5%	41,5%	100,0%
Opinions or rumours in the social networks	75,0%	25,0%	100,0%	63,1%	36,9%	100,0%
Word of mouth	89,6%	10,4%	100,0%	85,2%	14,8%	100,0%
Presence of a specific actor or director	79,3%	20,7%	100,0%	62,7%	37,3%	100,0%
Reputation of the film director	23,8%	76,2%	100,0%	9,3%	90,7%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	67,7%	32,3%	100,0%	64,0%	36,0%	100,0%

Country: Morocco





## SENSITIVITY TO SOCIAL ISSUES BY URBAN-RURAL DIVIDE

What is your attitude towards women producers/directors of films/series?

	Urban/rural	
	Urban Column N %	Rural Column N %
Il faut que les femmes, dans leur bataille pour la parité, s'affirment aussi dans le secteur de la réalisation filmique	9,8%	17,8%
J'aime les films/séries réalisés par les femmes	4,9%	4,7%
Je suis tout à fait indifférent au sexe du réalisateur : il y a de bons et des mauvais réalisateurs d'un côté et de l'autre	81,1%	70,3%
Les femmes ne devraient pas faire du cinéma, ce n'est pas leur métier	4,3%	7,2%
Total	100,0%	100,0%

Country: Morocco



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Urban				Rural			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	45,1%	26,8%	28,0%	100,0%	55,5%	28,8%	15,7%	100,0%
Youth problems	70,7%	22,6%	6,7%	100,0%	70,8%	21,6%	7,6%	100,0%
The problems of the elderly	57,9%	34,1%	7,9%	100,0%	59,7%	32,2%	8,1%	100,0%
The problems of people with disabilities	62,8%	32,3%	4,9%	100,0%	58,9%	33,9%	7,2%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	79,9%	12,8%	7,3%	100,0%	70,8%	18,6%	10,6%	100,0%
Violence against women	76,8%	14,0%	9,1%	100,0%	72,0%	18,2%	9,7%	100,0%
Sexual exploitation of women and children	79,9%	12,2%	7,9%	100,0%	70,8%	18,6%	10,6%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	56,1%	22,0%	22,0%	100,0%	49,6%	29,2%	21,2%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	31,7%	26,8%	41,5%	100,0%	17,4%	46,6%	36,0%	100,0%
International jihadist terrorism, youth joining terrorist groups	30,5%	29,3%	40,2%	100,0%	26,3%	25,4%	48,3%	100,0%

Country: Morocco



### Ideal model of society as for relations between women and men

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	64,0%	43,2%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	18,9%	30,9%
Women engage more in family care, children education; men in work, politics, power/exercise authority	17,1%	25,8%
Total	100,0%	100,0%

Country: Morocco

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Urban					Rural				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	7,9%	34,1%	45,1%	12,8%	100,0%	7,2%	52,5%	19,1%	21,2%	100,0%
Films/series of Maghreb	,6%	14,0%	15,9%	69,5%	100,0%	1,7%	7,2%	9,3%	81,8%	100,0%
Turkish films/series	18,9%	38,4%	10,4%	32,3%	100,0%	8,9%	33,1%	6,4%	51,7%	100,0%
Middle eastern films/series	6,1%	43,9%	25,0%	25,0%	100,0%	3,4%	39,8%	8,5%	48,3%	100,0%
Sub-Saharan African films/series	,6%	1,2%	3,0%	95,1%	100,0%	,4%	,4%	3,0%	96,2%	100,0%
American (USA) films/series	65,9%	16,5%	1,8%	15,9%	100,0%	32,2%	13,1%	3,0%	51,7%	100,0%
Latin American films/series	6,1%	14,0%	2,4%	77,4%	100,0%	3,0%	14,4%	8,9%	73,7%	100,0%
European films/series	37,8%	27,4%	2,4%	32,3%	100,0%	14,4%	7,6%	2,5%	75,4%	100,0%
Indian films/series	7,9%	12,8%	6,1%	73,2%	100,0%	3,0%	21,2%	10,2%	65,7%	100,0%
Other Asian films/series	,0%	7,3%	3,0%	89,6%	100,0%	,0%	3,8%	4,2%	91,9%	100,0%

Country: Morocco



### Ideal model of society as for relations with minorities

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Promotion of diversity	91,5%	57,6%
Conditioned openness to diversity	7,3%	30,1%
Rejection of diversity	1,2%	12,3%
Total	100,0%	100,0%

Country: Morocco

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Urban					Rural				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	4,3%	14,6%	60,4%	20,7%	100,0%	2,1%	13,6%	53,4%	30,9%	100,0%
Films/series of Maghreb	,0%	9,1%	14,0%	76,8%	100,0%	,0%	5,1%	8,1%	86,9%	100,0%
Turkish films/series	12,2%	31,1%	11,0%	45,7%	100,0%	6,8%	27,5%	4,2%	61,4%	100,0%
Middle eastern films/series	1,8%	40,2%	16,5%	41,5%	100,0%	,4%	32,2%	4,7%	62,7%	100,0%
Sub-Saharan films/series	1,2%	1,8%	3,7%	93,3%	100,0%	,0%	,4%	2,1%	97,5%	100,0%
American (USA) films/series	53,7%	23,2%	1,8%	21,3%	100,0%	33,9%	8,9%	,8%	56,4%	100,0%
Latin American films/series	1,2%	12,8%	1,8%	84,1%	100,0%	,4%	10,6%	3,8%	85,2%	100,0%
European films/series	33,5%	30,5%	1,8%	34,1%	100,0%	11,9%	7,2%	1,3%	79,7%	100,0%
Indian films/series	6,1%	14,6%	4,3%	75,0%	100,0%	1,3%	17,8%	9,3%	71,6%	100,0%
Other Asian films/series	,6%	4,3%	1,8%	93,3%	100,0%	,0%	2,5%	1,7%	95,8%	100,0%

Country: Morocco



## RURAL, MEDIA FRUITION HABITS BY GENDER DIVIDE

### How much time do you watch TV?

	Sex	
	Male	Female
	Column N %	Column N %
Never	11,7%	1,7%
1-2 times per month	4,2%	3,4%
1-2 times per week	11,7%	12,9%
1-2 hours per day	20,8%	52,6%
3-4 hours per day	15,0%	19,0%
more than 4 hours per day	36,7%	10,3%
Total	100,0%	100,0%

Country: Morocco - Rural population

### How much time do you use the Internet?

	Sex	
	Male	Female
	Column N %	Column N %
Never	23,3%	37,9%
1-2 times per month	,8%	,9%
1-2 times per week	14,2%	4,3%
1-2 hours per day	32,5%	20,7%
3-4 hours per day	8,3%	22,4%
more than 4 hours per day	20,8%	13,8%
Total	100,0%	100,0%

Country: Morocco - Rural population



### How much time do you use smartphone/tablet?

	Sex	
	Male	Female
	Column N %	Column N %
Never	21,7%	37,9%
1-2 times per month	,8%	,9%
1-2 times per week	9,2%	,9%
1-2 hours per day	31,7%	16,4%
3-4 hours per day	13,3%	31,0%
more than 4 hours per day	23,3%	12,9%
Total	100,0%	100,0%

Country: Morocco - Rural population

### Do you use the following social networks?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	70,0%	30,0%	100,0%	59,5%	40,5%	100,0%
Twitter	15,8%	84,2%	100,0%	11,2%	88,8%	100,0%
Instagram	22,5%	77,5%	100,0%	24,1%	75,9%	100,0%
Youtube	64,2%	35,8%	100,0%	55,2%	44,8%	100,0%
WhatsApp	75,8%	24,2%	100,0%	61,2%	38,8%	100,0%

Country: Morocco - Rural population



## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY GENDER DIVIDE

How often do you go to cinema halls?

	Sex	
	Male	Female
	Column N %	Column N %
Never	66,7%	85,3%
1-2 times per year	18,3%	10,3%
1-2 times per month	5,0%	3,4%
1-2 times per week	10,0%	,9%
Total	100,0%	100,0%

Country: Morocco - Rural population

How often do you go to film festivals?

	Sex	
	Male	Female
	Column N %	Column N %
Never	85,0%	84,5%
1-2 times per year	14,2%	13,8%
1-2 times per month	,8%	,9%
1-2 times per week	,0%	,9%
Total	100,0%	100,0%

Country: Morocco - Rural population



### How often do you watch movies/series at home?

	Sex	
	Male	Female
	Column N %	Column N %
Never	9,2%	3,4%
1-2 times per month	7,5%	6,0%
1-2 times per week	10,8%	32,8%
Every day	72,5%	57,8%
Total	100,0%	100,0%

Country: Morocco - Rural population

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	37,5%	62,5%	100,0%	48,3%	51,7%	100,0%
Not enough time, because of household chores, care of child, etc	19,2%	80,8%	100,0%	40,5%	59,5%	100,0%
Husband/family prohibition	3,3%	96,7%	100,0%	13,8%	86,2%	100,0%
Bad quality of the available offer	35,0%	65,0%	100,0%	25,0%	75,0%	100,0%
Poor quality of the available offer	35,8%	64,2%	100,0%	26,7%	73,3%	100,0%
Lack of financial resources/ticket price/price of TV subscription	20,8%	79,2%	100,0%	20,7%	79,3%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	72,5%	27,5%	100,0%	44,8%	55,2%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	39,2%	60,8%	100,0%	31,9%	68,1%	100,0%
Cinema opening times/TV series schedule	43,3%	56,7%	100,0%	42,2%	57,8%	100,0%
Because of stereotypes linked to going to the cinema	12,5%	87,5%	100,0%	19,8%	80,2%	100,0%
Other obstacles	15,0%	85,0%	100,0%	15,5%	84,5%	100,0%

Country: Morocco - Rural population





**Which medium do you use for watching movies/series at home?**

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	88,3%	11,7%	100,0%	96,6%	3,4%	100,0%
Internet	35,0%	65,0%	100,0%	25,0%	75,0%	100,0%
DVD, Bluray, USB, etc	65,8%	34,2%	100,0%	28,4%	71,6%	100,0%

Country: Morocco - Rural population

**Do you use any subscriptions to watch movies/series?**

	Sex	
	Male	Female
	Column N %	Column N %
Yes	3,3%	2,6%
No	96,7%	97,4%
Total	100,0%	100,0%

Country: Morocco - Rural population



Would you be interested in any of the following initiatives?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	90,8%	9,2%	100,0%	93,1%	6,9%	100,0%
Cineforum, cinema club: films followed by discussion	80,0%	20,0%	100,0%	62,9%	37,1%	100,0%
Movie screening with reduced ticket price	80,8%	19,2%	100,0%	75,9%	24,1%	100,0%
Movie screening in different time slots during the day	75,0%	25,0%	100,0%	69,8%	30,2%	100,0%
Transportation to reach cinema halls	81,7%	18,3%	100,0%	74,1%	25,9%	100,0%
Cinema festivals	84,2%	15,8%	100,0%	85,3%	14,7%	100,0%
Itinerant movie exhibitions	85,0%	15,0%	100,0%	81,9%	18,1%	100,0%
Seminars on the history of the movie open to public	82,5%	17,5%	100,0%	70,7%	29,3%	100,0%
Education to cinema and screening movies in the schools	85,8%	14,2%	100,0%	81,0%	19,0%	100,0%
Opening of video store	80,0%	20,0%	100,0%	60,3%	39,7%	100,0%
Opening of video library within local institutions	85,0%	15,0%	100,0%	76,7%	23,3%	100,0%
Regular screening of movies in private premises	82,5%	17,5%	100,0%	65,5%	34,5%	100,0%
Availability of free downloads or discount price downloads from the web	84,2%	15,8%	100,0%	52,6%	47,4%	100,0%
Greater offer of movies or TV series on television	85,0%	15,0%	100,0%	79,3%	20,7%	100,0%
Providing local community with a projector	88,3%	11,7%	100,0%	81,9%	18,1%	100,0%

Country: Morocco - Rural population



### Which kind of movies/series do you prefer?

	Sex	
	Male	Female
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	9,2%	12,1%
Engaged / committed to a cause movies/TV series	5,0%	3,4%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	5,0%	10,3%
No specific preferences	80,8%	74,1%
Total	100,0%	100,0%

Country: Morocco - Rural population

### Which genre of movies/series do you prefer?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	86,7%	13,3%	100,0%	96,6%	3,4%	100,0%
Action/adventure	87,5%	12,5%	100,0%	55,2%	44,8%	100,0%
Drama	76,7%	23,3%	100,0%	69,8%	30,2%	100,0%
Documentary	79,2%	20,8%	100,0%	61,2%	38,8%	100,0%
Romantic	46,7%	53,3%	100,0%	77,6%	22,4%	100,0%
Horror/thriller	70,8%	29,2%	100,0%	33,6%	66,4%	100,0%
Children/family	60,8%	39,2%	100,0%	86,2%	13,8%	100,0%
Religion	81,7%	18,3%	100,0%	85,3%	14,7%	100,0%
Indian movies	67,5%	32,5%	100,0%	38,8%	61,2%	100,0%

Country: Morocco - Rural population



### How much do you appreciate movies/series from the following countries?

	Male					Female				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	22,5%	58,3%	13,3%	5,8%	100,0%	19,0%	75,0%	4,3%	1,7%	100,0%
Films/series of Maghreb	4,2%	9,2%	19,2%	67,5%	100,0%	4,3%	23,3%	7,8%	64,7%	100,0%
Turkish films/series	14,2%	46,7%	17,5%	21,7%	100,0%	32,8%	44,0%	6,9%	16,4%	100,0%
Middle eastern films/series	5,8%	51,7%	19,2%	23,3%	100,0%	12,9%	53,4%	7,8%	25,9%	100,0%
Sub-saharan Africa films/series	,0%	,0%	18,3%	81,7%	100,0%	,0%	2,6%	1,7%	95,7%	100,0%
American (USA) films/series	65,8%	8,3%	8,3%	17,5%	100,0%	24,1%	32,8%	1,7%	41,4%	100,0%
Latin American films/series	1,7%	50,8%	15,8%	31,7%	100,0%	,0%	21,6%	15,5%	62,9%	100,0%
European films/series	16,7%	11,7%	20,0%	51,7%	100,0%	8,6%	14,7%	14,7%	62,1%	100,0%
Indian films/series	28,3%	23,3%	19,2%	29,2%	100,0%	18,1%	15,5%	18,1%	48,3%	100,0%
Other Asian films/series	,0%	4,2%	13,3%	82,5%	100,0%	1,7%	12,9%	3,4%	81,9%	100,0%

Country: Morocco - Rural population

### What does influence you most in choosing film/series?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	19,2%	80,8%	100,0%	8,6%	91,4%	100,0%
Newspaper articles, specialised magazines	26,7%	73,3%	100,0%	38,8%	61,2%	100,0%
Advertisement/trailers on radio or television	80,8%	19,2%	100,0%	73,3%	26,7%	100,0%
Advertisement/trailers on the Internet	60,0%	40,0%	100,0%	56,9%	43,1%	100,0%
Opinions or rumours in the social networks	64,2%	35,8%	100,0%	62,1%	37,9%	100,0%
Word of mouth	81,7%	18,3%	100,0%	88,8%	11,2%	100,0%
Presence of a specific actor or director	59,2%	40,8%	100,0%	66,4%	33,6%	100,0%
Reputation of the film director	6,7%	93,3%	100,0%	12,1%	87,9%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	65,0%	35,0%	100,0%	62,9%	37,1%	100,0%

Country: Morocco - Rural population



## RURAL, SENSITIVITY TO SOCIAL ISSUES BY GENDER DIVIDE

What is your attitude towards women producers/directors of films/series?

	Sex	
	Male	Female
	Column N %	Column N %
Il faut que les femmes, dans leur bataille pour la parité, s'affirment aussi dans le secteur de la réalisation filmique	9,2%	26,7%
J'aime les films/séries réalisés par les femmes	3,3%	6,0%
Je suis tout à fait indifférent au sexe du réalisateur : il y a de bons et des mauvais réalisateurs d'un côté et de l'autre	74,2%	66,4%
Les femmes ne devraient pas faire du cinéma, ce n'est pas leur métier	13,3%	,9%
Total	100,0%	100,0%

Country: Morocco - Rural population



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Male				Female			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	68,3%	21,7%	10,0%	100,0%	42,2%	36,2%	21,6%	100,0%
Youth problems	75,8%	13,3%	10,8%	100,0%	65,5%	30,2%	4,3%	100,0%
The problems of the elderly	65,8%	22,5%	11,7%	100,0%	53,4%	42,2%	4,3%	100,0%
The problems of people with disabilities	66,7%	22,5%	10,8%	100,0%	50,9%	45,7%	3,4%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	63,3%	18,3%	18,3%	100,0%	78,4%	19,0%	2,6%	100,0%
Violence against women	64,2%	19,2%	16,7%	100,0%	80,2%	17,2%	2,6%	100,0%
Sexual exploitation of women and children	62,5%	19,2%	18,3%	100,0%	79,3%	18,1%	2,6%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	58,3%	23,3%	18,3%	100,0%	40,5%	35,3%	24,1%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	17,5%	50,8%	31,7%	100,0%	17,2%	42,2%	40,5%	100,0%
International jihadist terrorism, youth joining terrorist groups	31,7%	21,7%	46,7%	100,0%	20,7%	29,3%	50,0%	100,0%

Country: Morocco - Rural population



### Ideal model of society as for relations between women and men

	Sex	
	Male	Female
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	37,5%	49,1%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	29,2%	32,8%
Women engage more in family care, children education; men in work, politics, power/exercise authority	33,3%	18,1%
Total	100,0%	100,0%

Country: Morocco - Rural population

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Male					Female				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	10,0%	68,3%	9,2%	12,5%	100,0%	4,3%	36,2%	29,3%	30,2%	100,0%
Films/series of Maghreb	,8%	8,3%	12,5%	78,3%	100,0%	2,6%	6,0%	6,0%	85,3%	100,0%
Turkish films/series	2,5%	37,5%	7,5%	52,5%	100,0%	15,5%	28,4%	5,2%	50,9%	100,0%
Middle eastern films/series	4,2%	35,0%	9,2%	51,7%	100,0%	2,6%	44,8%	7,8%	44,8%	100,0%
Sub-Saharan African films/series	,8%	,0%	4,2%	95,0%	100,0%	,0%	,9%	1,7%	97,4%	100,0%
American (USA) films/series	36,7%	21,7%	,8%	40,8%	100,0%	27,6%	4,3%	5,2%	62,9%	100,0%
Latin American films/series	5,0%	15,0%	12,5%	67,5%	100,0%	,9%	13,8%	5,2%	80,2%	100,0%
European films/series	15,0%	10,8%	2,5%	71,7%	100,0%	13,8%	4,3%	2,6%	79,3%	100,0%
Indian films/series	2,5%	28,3%	12,5%	56,7%	100,0%	3,4%	13,8%	7,8%	75,0%	100,0%
Other Asian films/series	,0%	1,7%	5,0%	93,3%	100,0%	,0%	6,0%	3,4%	90,5%	100,0%

Country: Morocco - Rural population



### Ideal model of society as for relations with minorities

	Sex	
	Male	Female
	Column N %	Column N %
Promotion of diversity	57,5%	57,8%
Conditioned openness to diversity	28,3%	31,9%
Rejection of diversity	14,2%	10,3%
Total	100,0%	100,0%

Country: Morocco - Rural population

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Male					Female				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	3,3%	15,8%	58,3%	22,5%	100,0%	,9%	11,2%	48,3%	39,7%	100,0%
Films/series of Maghreb	,0%	3,3%	10,0%	86,7%	100,0%	,0%	6,9%	6,0%	87,1%	100,0%
Turkish films/series	1,7%	28,3%	4,2%	65,8%	100,0%	12,1%	26,7%	4,3%	56,9%	100,0%
Middle eastern films/series	,8%	26,7%	4,2%	68,3%	100,0%	,0%	37,9%	5,2%	56,9%	100,0%
Sub-Saharan films/series	,0%	,0%	2,5%	97,5%	100,0%	,0%	,9%	1,7%	97,4%	100,0%
American (USA) films/series	42,5%	8,3%	,8%	48,3%	100,0%	25,0%	9,5%	,9%	64,7%	100,0%
Latin American films/series	,8%	15,8%	,8%	82,5%	100,0%	,0%	5,2%	6,9%	87,9%	100,0%
European films/series	15,0%	5,0%	,8%	79,2%	100,0%	8,6%	9,5%	1,7%	80,2%	100,0%
Indian films/series	1,7%	29,2%	5,8%	63,3%	100,0%	,9%	6,0%	12,9%	80,2%	100,0%
Other Asian films/series	,0%	,8%	1,7%	97,5%	100,0%	,0%	4,3%	1,7%	94,0%	100,0%

Country: Morocco - Rural population





## RURAL, MEDIA FRUITION HABITS BY AGE DIVIDE

### How much time do you watch TV?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	3,6%	11,9%	7,0%
1-2 times per month	1,8%	6,0%	5,3%
1-2 times per week	11,6%	9,0%	17,5%
1-2 hours per day	42,9%	38,8%	21,1%
3-4 hours per day	18,8%	10,4%	21,1%
more than 4 hours per day	21,4%	23,9%	28,1%
Total	100,0%	100,0%	100,0%

Country: Morocco - Rural population

### How much time do you use the Internet?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	8,0%	37,3%	66,7%
1-2 times per month	,0%	3,0%	,0%
1-2 times per week	1,8%	17,9%	14,0%
1-2 hours per day	42,9%	17,9%	5,3%
3-4 hours per day	23,2%	10,4%	5,3%
more than 4 hours per day	24,1%	13,4%	8,8%
Total	100,0%	100,0%	100,0%

Country: Morocco - Rural population



### How much time do you use smartphone/tablet?

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Never	6,3%	35,8%	68,4%
1-2 times per month	,0%	1,5%	1,8%
1-2 times per week	,0%	6,0%	14,0%
1-2 hours per day	31,3%	28,4%	5,3%
3-4 hours per day	36,6%	11,9%	5,3%
more than 4 hours per day	25,9%	16,4%	5,3%
Total	100,0%	100,0%	100,0%

Country: Morocco - Rural population

### Do you use the following social networks?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	92,9%	7,1%	100,0%	58,2%	41,8%	100,0%	17,5%	82,5%	100,0%
Twitter	11,6%	88,4%	100,0%	16,4%	83,6%	100,0%	14,0%	86,0%	100,0%
Instagram	29,5%	70,5%	100,0%	22,4%	77,6%	100,0%	12,3%	87,7%	100,0%
Youtube	78,6%	21,4%	100,0%	52,2%	47,8%	100,0%	31,6%	68,4%	100,0%
WhatsApp	92,9%	7,1%	100,0%	59,7%	40,3%	100,0%	31,6%	68,4%	100,0%

Country: Morocco - Rural population



## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY AGE DIVIDE

### How often do you go to cinema halls?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	63,4%	80,6%	94,7%
1-2 times per year	20,5%	13,4%	3,5%
1-2 times per month	5,4%	4,5%	1,8%
1-2 times per week	10,7%	1,5%	,0%
Total	100,0%	100,0%	100,0%

Country: Morocco - Rural population

### How often do you go to film festivals?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	74,1%	92,5%	96,5%
1-2 times per year	25,0%	7,5%	,0%
1-2 times per month	,9%	,0%	1,8%
1-2 times per week	,0%	,0%	1,8%
Total	100,0%	100,0%	100,0%

Country: Morocco - Rural population



### How often do you watch movies/series at home?

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Never	,9%	1,5%	22,8%
1-2 times per month	8,9%	6,0%	3,5%
1-2 times per week	13,4%	31,3%	26,3%
Every day	76,8%	61,2%	47,4%
Total	100,0%	100,0%	100,0%

Country: Morocco - Rural population



Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	32,1%	67,9%	100,0%	68,7%	31,3%	100,0%	33,3%	66,7%	100,0%
Not enough time, because of household chores, care of child, etc	26,8%	73,2%	100,0%	46,3%	53,7%	100,0%	15,8%	84,2%	100,0%
Husband/family prohibition	17,0%	83,0%	100,0%	1,5%	98,5%	100,0%	,0%	100,0%	100,0%
Bad quality of the available offer	25,0%	75,0%	100,0%	43,3%	56,7%	100,0%	24,6%	75,4%	100,0%
Poor quality of the available offer	26,8%	73,2%	100,0%	43,3%	56,7%	100,0%	26,3%	73,7%	100,0%
Lack of financial resources/ticket price/price of TV subscription	29,5%	70,5%	100,0%	16,4%	83,6%	100,0%	8,8%	91,2%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	73,2%	26,8%	100,0%	56,7%	43,3%	100,0%	33,3%	66,7%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	55,4%	44,6%	100,0%	19,4%	80,6%	100,0%	15,8%	84,2%	100,0%
Cinema opening times/TV series schedule	42,9%	57,1%	100,0%	53,7%	46,3%	100,0%	29,8%	70,2%	100,0%
Because of stereotypes linked to going to the cinema	20,5%	79,5%	100,0%	14,9%	85,1%	100,0%	8,8%	91,2%	100,0%
Other obstacles	17,0%	83,0%	100,0%	16,4%	83,6%	100,0%	10,5%	89,5%	100,0%

Country: Morocco - Rural population



### Which medium do you use for watching movies/series at home?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	93,8%	6,3%	100,0%	98,5%	1,5%	100,0%	82,5%	17,5%	100,0%
Internet	49,1%	50,9%	100,0%	11,9%	88,1%	100,0%	14,0%	86,0%	100,0%
DVD, Bluray, USB, etc	60,7%	39,3%	100,0%	46,3%	53,7%	100,0%	22,8%	77,2%	100,0%

Country: Morocco - Rural population

### Do you use any subscriptions to watch movies/series?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Yes	3,6%	1,5%	3,5%
No	96,4%	98,5%	96,5%
Total	100,0%	100,0%	100,0%

Country: Morocco - Rural population



Would you be interested in any of the following initiatives?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	98,2%	1,8%	100,0%	92,5%	7,5%	100,0%	78,9%	21,1%	100,0%
Cineforum, cinema club: films followed by discussion	78,6%	21,4%	100,0%	82,1%	17,9%	100,0%	45,6%	54,4%	100,0%
Movie screening with reduced ticket price	85,7%	14,3%	100,0%	86,6%	13,4%	100,0%	54,4%	45,6%	100,0%
Movie screening in different time slots during the day	75,0%	25,0%	100,0%	85,1%	14,9%	100,0%	52,6%	47,4%	100,0%
Transportation to reach cinema halls	84,8%	15,2%	100,0%	86,6%	13,4%	100,0%	54,4%	45,6%	100,0%
Cinema festivals	94,6%	5,4%	100,0%	89,6%	10,4%	100,0%	59,6%	40,4%	100,0%
Itinerant movie exhibitions	92,9%	7,1%	100,0%	88,1%	11,9%	100,0%	59,6%	40,4%	100,0%
Seminars on the history of the movie open to public	79,5%	20,5%	100,0%	91,0%	9,0%	100,0%	54,4%	45,6%	100,0%
Education to cinema and screening movies in the schools	86,6%	13,4%	100,0%	92,5%	7,5%	100,0%	66,7%	33,3%	100,0%
Opening of video store	71,4%	28,6%	100,0%	83,6%	16,4%	100,0%	52,6%	47,4%	100,0%
Opening of video library within local institutions	92,0%	8,0%	100,0%	86,6%	13,4%	100,0%	52,6%	47,4%	100,0%
Regular screening of movies in private premises	77,7%	22,3%	100,0%	86,6%	13,4%	100,0%	52,6%	47,4%	100,0%
Availability of free downloads or discount price downloads from the web	74,1%	25,9%	100,0%	86,6%	13,4%	100,0%	36,8%	63,2%	100,0%
Greater offer of movies or TV series on television	90,2%	9,8%	100,0%	88,1%	11,9%	100,0%	59,6%	40,4%	100,0%
Providing local community with a projector	92,0%	8,0%	100,0%	86,6%	13,4%	100,0%	70,2%	29,8%	100,0%

Country: Morocco - Rural population



### Which kind of movies/series do you prefer?

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Amusement/Entertainment (action, crime, comedy...)	20,5%	3,0%	,0%
Engaged / committed to a cause movies/TV series	4,5%	4,5%	3,5%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	8,0%	9,0%	5,3%
No specific preferences	67,0%	83,6%	91,2%
Total	100,0%	100,0%	100,0%

Country: Morocco - Rural population

### Which genre of movies/series do you prefer?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	92,0%	8,0%	100,0%	97,0%	3,0%	100,0%	84,2%	15,8%	100,0%
Action/adventure	86,6%	13,4%	100,0%	73,1%	26,9%	100,0%	40,4%	59,6%	100,0%
Drama	78,6%	21,4%	100,0%	77,6%	22,4%	100,0%	57,9%	42,1%	100,0%
Documentary	75,0%	25,0%	100,0%	73,1%	26,9%	100,0%	57,9%	42,1%	100,0%
Romantic	77,7%	22,3%	100,0%	50,7%	49,3%	100,0%	43,9%	56,1%	100,0%
Horror/thriller	57,1%	42,9%	100,0%	62,7%	37,3%	100,0%	31,6%	68,4%	100,0%
Children/family	67,0%	33,0%	100,0%	85,1%	14,9%	100,0%	71,9%	28,1%	100,0%
Religion	79,5%	20,5%	100,0%	83,6%	16,4%	100,0%	91,2%	8,8%	100,0%
Indian movies	63,4%	36,6%	100,0%	61,2%	38,8%	100,0%	24,6%	75,4%	100,0%

Country: Morocco - Rural population





### How much do you appreciate movies/series from the following countries?

	Age 25-					Age 25-44					Age 45+				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	25,0%	62,5%	11,6%	,9%	100,0%	17,9%	74,6%	6,0%	1,5%	100,0%	15,8%	64,9%	7,0%	12,3%	100,0%
Films/series of Maghreb	5,4%	16,1%	18,8%	59,8%	100,0%	4,5%	22,4%	10,4%	62,7%	100,0%	1,8%	8,8%	7,0%	82,5%	100,0%
Turkish films/series	32,1%	42,0%	15,2%	10,7%	100,0%	13,4%	59,7%	7,5%	19,4%	100,0%	17,5%	35,1%	12,3%	35,1%	100,0%
Middle eastern films/series	9,8%	55,4%	19,6%	15,2%	100,0%	10,4%	56,7%	9,0%	23,9%	100,0%	7,0%	42,1%	7,0%	43,9%	100,0%
Sub-saharan Africa films/series	,0%	1,8%	11,6%	86,6%	100,0%	,0%	,0%	10,4%	89,6%	100,0%	,0%	1,8%	7,0%	91,2%	100,0%
American (USA) films/series	57,1%	31,3%	4,5%	7,1%	100,0%	43,3%	10,4%	1,5%	44,8%	100,0%	24,6%	10,5%	10,5%	54,4%	100,0%
Latin American films/series	,0%	41,1%	21,4%	37,5%	100,0%	3,0%	32,8%	7,5%	56,7%	100,0%	,0%	31,6%	14,0%	54,4%	100,0%
European films/series	19,6%	17,9%	31,3%	31,3%	100,0%	11,9%	7,5%	3,0%	77,6%	100,0%	,0%	10,5%	7,0%	82,5%	100,0%
Indian films/series	23,2%	32,1%	21,4%	23,2%	100,0%	28,4%	9,0%	16,4%	46,3%	100,0%	17,5%	7,0%	15,8%	59,6%	100,0%
Other Asian films/series	1,8%	14,3%	9,8%	74,1%	100,0%	,0%	4,5%	7,5%	88,1%	100,0%	,0%	1,8%	7,0%	91,2%	100,0%

Country: Morocco - Rural population



### What does influence you most in choosing film/series?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	26,8%	73,2%	100,0%	1,5%	98,5%	100,0%	3,5%	96,5%	100,0%
Newspaper articles, specialised magazines	57,1%	42,9%	100,0%	4,5%	95,5%	100,0%	17,5%	82,5%	100,0%
Advertisement/trailers on radio or television	89,3%	10,7%	100,0%	68,7%	31,3%	100,0%	63,2%	36,8%	100,0%
Advertisement/trailers on the Internet	82,1%	17,9%	100,0%	44,8%	55,2%	100,0%	28,1%	71,9%	100,0%
Opinions or rumours in the social networks	89,3%	10,7%	100,0%	47,8%	52,2%	100,0%	29,8%	70,2%	100,0%
Word of mouth	95,5%	4,5%	100,0%	83,6%	16,4%	100,0%	66,7%	33,3%	100,0%
Presence of a specific actor or director	75,9%	24,1%	100,0%	62,7%	37,3%	100,0%	36,8%	63,2%	100,0%
Reputation of the film director	17,0%	83,0%	100,0%	4,5%	95,5%	100,0%	,0%	100,0%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	75,0%	25,0%	100,0%	55,2%	44,8%	100,0%	52,6%	47,4%	100,0%

Country: Morocco - Rural population



## RURAL, SENSITIVITY TO SOCIAL ISSUES BY AGE DIVIDE

What is your attitude towards women producers/directors of films/series?

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Il faut que les femmes, dans leur bataille pour la parité, s'affirment aussi dans le secteur de la réalisation filmique	20,5%	13,4%	17,5%
J'aime les films/séries réalisés par les femmes	5,4%	3,0%	5,3%
Je suis tout à fait indifférent au sexe du réalisateur : il y a de bons et des mauvais réalisateurs d'un côté et de l'autre	71,4%	79,1%	57,9%
Les femmes ne devraient pas faire du cinéma, ce n'est pas leur métier	2,7%	4,5%	19,3%
Total	100,0%	100,0%	100,0%

Country: Morocco - Rural population



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Age 25-				Age 25-44				Age 45+			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	51,8%	31,3%	17,0%	100,0%	76,1%	22,4%	1,5%	100,0%	38,6%	31,6%	29,8%	100,0%
Youth problems	83,9%	13,4%	2,7%	100,0%	74,6%	23,9%	1,5%	100,0%	40,4%	35,1%	24,6%	100,0%
The problems of the elderly	58,0%	34,8%	7,1%	100,0%	76,1%	22,4%	1,5%	100,0%	43,9%	38,6%	17,5%	100,0%
The problems of people with disabilities	56,3%	40,2%	3,6%	100,0%	76,1%	20,9%	3,0%	100,0%	43,9%	36,8%	19,3%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	80,4%	12,5%	7,1%	100,0%	74,6%	20,9%	4,5%	100,0%	47,4%	28,1%	24,6%	100,0%
Violence against women	82,1%	10,7%	7,1%	100,0%	76,1%	20,9%	3,0%	100,0%	47,4%	29,8%	22,8%	100,0%
Sexual exploitation of women and children	80,4%	10,7%	8,9%	100,0%	74,6%	22,4%	3,0%	100,0%	47,4%	29,8%	22,8%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	49,1%	25,9%	25,0%	100,0%	62,7%	34,3%	3,0%	100,0%	35,1%	29,8%	35,1%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	25,0%	30,4%	44,6%	100,0%	13,4%	80,6%	6,0%	100,0%	7,0%	38,6%	54,4%	100,0%
International jihadist terrorism, youth joining terrorist groups	43,8%	27,7%	28,6%	100,0%	13,4%	34,3%	52,2%	100,0%	7,0%	10,5%	82,5%	100,0%

Country: Morocco - Rural population



#### Ideal model of society as for relations between women and men

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	52,7%	46,3%	21,1%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	38,4%	25,4%	22,8%
Women engage more in family care, children education; men in work, politics, power/exercise authority	8,9%	28,4%	56,1%
Total	100,0%	100,0%	100,0%

Country: Morocco - Rural population



In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Age 25-					Age 25-44					Age 45+				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	8,9%	57,1%	26,8%	7,1%	100,0%	7,5%	49,3%	20,9%	22,4%	100,0%	3,5%	47,4%	1,8%	47,4%	100,0%
Films/series of Maghreb	2,7%	11,6%	11,6%	74,1%	100,0%	1,5%	3,0%	11,9%	83,6%	100,0%	,0%	3,5%	1,8%	94,7%	100,0%
Turkish films/series	15,2%	42,0%	9,8%	33,0%	100,0%	1,5%	28,4%	6,0%	64,2%	100,0%	5,3%	21,1%	,0%	73,7%	100,0%
Middle eastern films/series	2,7%	38,4%	14,3%	44,6%	100,0%	4,5%	47,8%	6,0%	41,8%	100,0%	3,5%	33,3%	,0%	63,2%	100,0%
Sub-Saharan African films/series	,0%	,0%	4,5%	95,5%	100,0%	,0%	1,5%	3,0%	95,5%	100,0%	1,8%	,0%	,0%	98,2%	100,0%
American (USA) films/series	50,9%	21,4%	2,7%	25,0%	100,0%	20,9%	4,5%	1,5%	73,1%	100,0%	8,8%	7,0%	5,3%	78,9%	100,0%
Latin American films/series	,9%	12,5%	17,9%	68,8%	100,0%	3,0%	14,9%	1,5%	80,6%	100,0%	7,0%	17,5%	,0%	75,4%	100,0%
European films/series	20,5%	13,4%	1,8%	64,3%	100,0%	11,9%	4,5%	6,0%	77,6%	100,0%	5,3%	,0%	,0%	94,7%	100,0%
Indian films/series	3,6%	33,9%	11,6%	50,9%	100,0%	1,5%	4,5%	16,4%	77,6%	100,0%	3,5%	15,8%	,0%	80,7%	100,0%
Other Asian films/series	,0%	7,1%	6,3%	86,6%	100,0%	,0%	1,5%	4,5%	94,0%	100,0%	,0%	,0%	,0%	100,0%	100,0%

Country: Morocco - Rural population



### Ideal model of society as for relations with minorities

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Promotion of diversity	54,5%	59,7%	61,4%
Conditioned openness to diversity	33,9%	31,3%	21,1%
Rejection of diversity	11,6%	9,0%	17,5%
Total	100,0%	100,0%	100,0%

Country: Morocco - Rural population

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Age 25-					Age 25-44					Age 45+				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	1,8%	16,1%	60,7%	21,4%	100,0%	4,5%	9,0%	56,7%	29,9%	100,0%	,0%	14,0%	35,1%	50,9%	100,0%
Films/series of Maghreb	,0%	7,1%	10,7%	82,1%	100,0%	,0%	1,5%	7,5%	91,0%	100,0%	,0%	5,3%	3,5%	91,2%	100,0%
Turkish films/series	13,4%	33,9%	6,3%	46,4%	100,0%	,0%	28,4%	3,0%	68,7%	100,0%	1,8%	14,0%	1,8%	82,5%	100,0%
Middle eastern films/series	,9%	37,5%	6,3%	55,4%	100,0%	,0%	29,9%	4,5%	65,7%	100,0%	,0%	24,6%	1,8%	73,7%	100,0%
Sub-Saharan films/series	,0%	,9%	2,7%	96,4%	100,0%	,0%	,0%	3,0%	97,0%	100,0%	,0%	,0%	,0%	100,0%	100,0%
American (USA) films/series	51,8%	17,0%	,9%	30,4%	100,0%	19,4%	3,0%	1,5%	76,1%	100,0%	15,8%	,0%	,0%	84,2%	100,0%
Latin American films/series	,0%	8,0%	7,1%	84,8%	100,0%	1,5%	14,9%	1,5%	82,1%	100,0%	,0%	10,5%	,0%	89,5%	100,0%
European films/series	15,2%	9,8%	,9%	74,1%	100,0%	10,4%	9,0%	3,0%	77,6%	100,0%	7,0%	,0%	,0%	93,0%	100,0%
Indian films/series	2,7%	22,3%	13,4%	61,6%	100,0%	,0%	16,4%	1,5%	82,1%	100,0%	,0%	10,5%	10,5%	78,9%	100,0%
Other Asian films/series	,0%	4,5%	1,8%	93,8%	100,0%	,0%	1,5%	3,0%	95,5%	100,0%	,0%	,0%	,0%	100,0%	100,0%

Country: Morocco - Rural population



## RURAL, MEDIA FRUITION HABITS BY EDUCATION DIVIDE

### How much time do you watch TV?

	Level of education	
	Low	High
	Column N %	Column N %
Never	5,8%	8,6%
1-2 times per month	3,2%	4,9%
1-2 times per week	9,0%	18,5%
1-2 hours per day	35,5%	38,3%
3-4 hours per day	12,9%	24,7%
more than 4 hours per day	33,5%	4,9%
Total	100,0%	100,0%

Country: Morocco - Rural population

### How much time do you use the Internet?

	Level of education	
	Low	High
	Column N %	Column N %
Never	45,2%	2,5%
1-2 times per month	1,3%	,0%
1-2 times per week	10,3%	7,4%
1-2 hours per day	23,2%	33,3%
3-4 hours per day	7,1%	30,9%
more than 4 hours per day	12,9%	25,9%
Total	100,0%	100,0%

Country: Morocco - Rural population





### How much time do you use smartphone/tablet?

	Level of education	
	Low	High
	Column N %	Column N %
Never	45,2%	,0%
1-2 times per month	,6%	1,2%
1-2 times per week	6,5%	2,5%
1-2 hours per day	20,6%	30,9%
3-4 hours per day	17,4%	30,9%
more than 4 hours per day	9,7%	34,6%
Total	100,0%	100,0%

Country: Morocco - Rural population

### Do you use the following social networks?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	49,0%	51,0%	100,0%	95,1%	4,9%	100,0%
Twitter	4,5%	95,5%	100,0%	30,9%	69,1%	100,0%
Instagram	8,4%	91,6%	100,0%	51,9%	48,1%	100,0%
Youtube	42,6%	57,4%	100,0%	92,6%	7,4%	100,0%
WhatsApp	52,9%	47,1%	100,0%	98,8%	1,2%	100,0%

Country: Morocco - Rural population



## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY EDUCATION DIVID

### How often do you go to cinema halls?

	Level of education	
	Low	High
	Column N %	Column N %
Never	85,8%	56,8%
1-2 times per year	5,2%	32,1%
1-2 times per month	1,9%	8,6%
1-2 times per week	7,1%	2,5%
Total	100,0%	100,0%

Country: Morocco - Rural population

### How often do you go to film festivals?

	Level of education	
	Low	High
	Column N %	Column N %
Never	94,2%	66,7%
1-2 times per year	4,5%	32,1%
1-2 times per month	,6%	1,2%
1-2 times per week	,6%	,0%
Total	100,0%	100,0%

Country: Morocco - Rural population



### How often do you watch movies/series at home?

	Level of education	
	Low	High
	Column N %	Column N %
Never	9,7%	,0%
1-2 times per month	3,2%	13,6%
1-2 times per week	22,6%	19,8%
Every day	64,5%	66,7%
Total	100,0%	100,0%

Country: Morocco - Rural population

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	36,1%	63,9%	100,0%	55,6%	44,4%	100,0%
Not enough time, because of household chores, care of child, etc	25,8%	74,2%	100,0%	37,0%	63,0%	100,0%
Husband/family prohibition	5,2%	94,8%	100,0%	14,8%	85,2%	100,0%
Bad quality of the available offer	24,5%	75,5%	100,0%	40,7%	59,3%	100,0%
Poor quality of the available offer	23,9%	76,1%	100,0%	45,7%	54,3%	100,0%
Lack of financial resources/ticket price/price of TV subscription	14,2%	85,8%	100,0%	33,3%	66,7%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	51,6%	48,4%	100,0%	72,8%	27,2%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	26,5%	73,5%	100,0%	53,1%	46,9%	100,0%
Cinema opening times/TV series schedule	34,8%	65,2%	100,0%	58,0%	42,0%	100,0%
Because of stereotypes linked to going to the cinema	12,3%	87,7%	100,0%	23,5%	76,5%	100,0%
Other obstacles	12,9%	87,1%	100,0%	19,8%	80,2%	100,0%

Country: Morocco - Rural population



### Which medium do you use for watching movies/series at home?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	92,3%	7,7%	100,0%	92,6%	7,4%	100,0%
Internet	17,4%	82,6%	100,0%	54,3%	45,7%	100,0%
DVD, Bluray, USB, etc	40,6%	59,4%	100,0%	60,5%	39,5%	100,0%

Country: Morocco - Rural population

### Do you use any subscriptions to watch movies/series?

	Level of education	
	Low	High
	Column N %	Column N %
Yes	1,3%	6,2%
No	98,7%	93,8%
Total	100,0%	100,0%

Country: Morocco - Rural population



Would you be interested in any of the following initiatives?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	88,4%	11,6%	100,0%	98,8%	1,2%	100,0%
Cineforum, cinema club: films followed by discussion	60,6%	39,4%	100,0%	92,6%	7,4%	100,0%
Movie screening with reduced ticket price	69,7%	30,3%	100,0%	95,1%	4,9%	100,0%
Movie screening in different time slots during the day	65,8%	34,2%	100,0%	85,2%	14,8%	100,0%
Transportation to reach cinema halls	69,7%	30,3%	100,0%	93,8%	6,2%	100,0%
Cinema festivals	78,1%	21,9%	100,0%	97,5%	2,5%	100,0%
Itinerant movie exhibitions	76,8%	23,2%	100,0%	96,3%	3,7%	100,0%
Seminars on the history of the movie open to public	68,4%	31,6%	100,0%	92,6%	7,4%	100,0%
Education to cinema and screening movies in the schools	76,8%	23,2%	100,0%	96,3%	3,7%	100,0%
Opening of video store	60,6%	39,4%	100,0%	88,9%	11,1%	100,0%
Opening of video library within local institutions	71,6%	28,4%	100,0%	98,8%	1,2%	100,0%
Regular screening of movies in private premises	65,8%	34,2%	100,0%	90,1%	9,9%	100,0%
Availability of free downloads or discount price downloads from the web	58,1%	41,9%	100,0%	88,9%	11,1%	100,0%
Greater offer of movies or TV series on television	76,1%	23,9%	100,0%	93,8%	6,2%	100,0%
Providing local community with a projector	80,0%	20,0%	100,0%	95,1%	4,9%	100,0%

Country: Morocco - Rural population



### Which kind of movies/series do you prefer?

	Level of education	
	Low	High
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	5,8%	19,8%
Engaged / committed to a cause movies/TV series	3,9%	4,9%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	6,5%	9,9%
No specific preferences	83,9%	65,4%
Total	100,0%	100,0%

Country: Morocco - Rural population

### Which genre of movies/series do you prefer?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	92,3%	7,7%	100,0%	90,1%	9,9%	100,0%
Action/adventure	65,2%	34,8%	100,0%	84,0%	16,0%	100,0%
Drama	69,7%	30,3%	100,0%	80,2%	19,8%	100,0%
Documentary	65,8%	34,2%	100,0%	79,0%	21,0%	100,0%
Romantic	58,1%	41,9%	100,0%	69,1%	30,9%	100,0%
Horror/thriller	45,8%	54,2%	100,0%	65,4%	34,6%	100,0%
Children/family	77,4%	22,6%	100,0%	65,4%	34,6%	100,0%
Religion	87,7%	12,3%	100,0%	75,3%	24,7%	100,0%
Indian movies	49,0%	51,0%	100,0%	61,7%	38,3%	100,0%

Country: Morocco - Rural population



### How much do you appreciate movies/series from the following countries?

	Low					High				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	21,9%	67,1%	5,2%	5,8%	100,0%	18,5%	65,4%	16,0%	,0%	100,0%
Films/series of Maghreb	5,2%	14,2%	7,7%	72,9%	100,0%	2,5%	19,8%	24,7%	53,1%	100,0%
Turkish films/series	26,5%	46,5%	8,4%	18,7%	100,0%	17,3%	43,2%	19,8%	19,8%	100,0%
Middle eastern films/series	13,5%	50,3%	9,7%	26,5%	100,0%	1,2%	56,8%	21,0%	21,0%	100,0%
Sub-saharan Africa films/series	,0%	,0%	9,0%	91,0%	100,0%	,0%	3,7%	12,3%	84,0%	100,0%
American (USA) films/series	36,8%	19,4%	6,5%	37,4%	100,0%	61,7%	22,2%	2,5%	13,6%	100,0%
Latin American films/series	,6%	34,8%	16,8%	47,7%	100,0%	1,2%	39,5%	13,6%	45,7%	100,0%
European films/series	4,5%	7,7%	23,2%	64,5%	100,0%	28,4%	23,5%	6,2%	42,0%	100,0%
Indian films/series	23,9%	16,1%	20,0%	40,0%	100,0%	22,2%	25,9%	16,0%	35,8%	100,0%
Other Asian films/series	,0%	4,5%	7,1%	88,4%	100,0%	2,5%	16,0%	11,1%	70,4%	100,0%

Country: Morocco - Rural population

### What does influence you most in choosing film/series?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	9,0%	91,0%	100,0%	23,5%	76,5%	100,0%
Newspaper articles, specialised magazines	25,2%	74,8%	100,0%	46,9%	53,1%	100,0%
Advertisement/trailers on radio or television	74,8%	25,2%	100,0%	81,5%	18,5%	100,0%
Advertisement/trailers on the Internet	44,5%	55,5%	100,0%	85,2%	14,8%	100,0%
Opinions or rumours in the social networks	52,3%	47,7%	100,0%	84,0%	16,0%	100,0%
Word of mouth	80,6%	19,4%	100,0%	93,8%	6,2%	100,0%
Presence of a specific actor or director	55,5%	44,5%	100,0%	76,5%	23,5%	100,0%
Reputation of the film director	4,5%	95,5%	100,0%	18,5%	81,5%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	61,3%	38,7%	100,0%	69,1%	30,9%	100,0%

Country: Morocco - Rural population



## RURAL, SENSITIVITY TO SOCIAL ISSUES BY EDUCATION DIVIDE

### What is your attitude towards women producers/directors of films/series?

	Level of education	
	Low Column N %	High Column N %
Il faut que les femmes, dans leur bataille pour la parité, s'affirment aussi dans le secteur de la réalisation filmique	11,0%	30,9%
J'aime les films/séries réalisés par les femmes	4,5%	4,9%
Je suis tout à fait indifférent au sexe du réalisateur : il y a de bons et des mauvais réalisateurs d'un côté et de l'autre	73,5%	64,2%
Les femmes ne devraient pas faire du cinéma, ce n'est pas leur métier	11,0%	,0%
Total	100,0%	100,0%

Country: Morocco - Rural population





Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Low				High			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	46,5%	32,9%	20,6%	100,0%	72,8%	21,0%	6,2%	100,0%
Youth problems	59,4%	29,0%	11,6%	100,0%	92,6%	7,4%	,0%	100,0%
The problems of the elderly	56,1%	34,2%	9,7%	100,0%	66,7%	28,4%	4,9%	100,0%
The problems of people with disabilities	53,5%	36,8%	9,7%	100,0%	69,1%	28,4%	2,5%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	65,8%	20,6%	13,5%	100,0%	80,2%	14,8%	4,9%	100,0%
Violence against women	67,1%	21,3%	11,6%	100,0%	81,5%	12,3%	6,2%	100,0%
Sexual exploitation of women and children	66,5%	21,9%	11,6%	100,0%	79,0%	12,3%	8,6%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	45,2%	27,7%	27,1%	100,0%	58,0%	32,1%	9,9%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	10,3%	42,6%	47,1%	100,0%	30,9%	54,3%	14,8%	100,0%
International jihadist terrorism, youth joining terrorist groups	20,6%	25,2%	54,2%	100,0%	37,0%	25,9%	37,0%	100,0%

Country: Morocco - Rural population



### Ideal model of society as for relations between women and men

	Level of education	
	Low	High
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	31,6%	65,4%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	30,3%	32,1%
Women engage more in family care, children education; men in work, politics, power/exercise authority	38,1%	2,5%
Total	100,0%	100,0%

Country: Morocco - Rural population

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Low					High				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	7,1%	52,9%	12,9%	27,1%	100,0%	7,4%	51,9%	30,9%	9,9%	100,0%
Films/series of Maghreb	1,3%	5,8%	5,2%	87,7%	100,0%	2,5%	9,9%	17,3%	70,4%	100,0%
Turkish films/series	10,3%	32,3%	3,2%	54,2%	100,0%	6,2%	34,6%	12,3%	46,9%	100,0%
Middle eastern films/series	4,5%	38,7%	5,2%	51,6%	100,0%	1,2%	42,0%	14,8%	42,0%	100,0%
Sub-Saharan African films/series	,0%	,0%	1,9%	98,1%	100,0%	1,2%	1,2%	4,9%	92,6%	100,0%
American (USA) films/series	23,9%	10,3%	3,2%	62,6%	100,0%	48,1%	18,5%	2,5%	30,9%	100,0%
Latin American films/series	2,6%	11,0%	9,0%	77,4%	100,0%	3,7%	21,0%	8,6%	66,7%	100,0%
European films/series	2,6%	6,5%	2,6%	88,4%	100,0%	37,0%	9,9%	2,5%	50,6%	100,0%
Indian films/series	2,6%	19,4%	7,1%	71,0%	100,0%	3,7%	24,7%	16,0%	55,6%	100,0%
Other Asian films/series	,0%	1,3%	4,5%	94,2%	100,0%	,0%	8,6%	3,7%	87,7%	100,0%

Country: Morocco - Rural population



### Ideal model of society as for relations with minorities

	Level of education	
	Low	High
	Column N %	Column N %
Promotion of diversity	52,9%	66,7%
Conditioned openness to diversity	32,9%	24,7%
Rejection of diversity	14,2%	8,6%
Total	100,0%	100,0%

Country: Morocco - Rural population

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Low					High				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	,6%	12,3%	53,5%	33,5%	100,0%	4,9%	16,0%	53,1%	25,9%	100,0%
Films/series of Maghreb	,0%	3,9%	3,9%	92,3%	100,0%	,0%	7,4%	16,0%	76,5%	100,0%
Turkish films/series	7,1%	27,1%	1,9%	63,9%	100,0%	6,2%	28,4%	8,6%	56,8%	100,0%
Middle eastern films/series	,6%	32,3%	2,6%	64,5%	100,0%	,0%	32,1%	8,6%	59,3%	100,0%
Sub-Saharan films/series	,0%	,6%	1,3%	98,1%	100,0%	,0%	,0%	3,7%	96,3%	100,0%
American (USA) films/series	25,8%	11,0%	,6%	62,6%	100,0%	49,4%	4,9%	1,2%	44,4%	100,0%
Latin American films/series	,0%	8,4%	3,9%	87,7%	100,0%	1,2%	14,8%	3,7%	80,2%	100,0%
European films/series	1,3%	9,7%	,0%	89,0%	100,0%	32,1%	2,5%	3,7%	61,7%	100,0%
Indian films/series	,6%	16,8%	9,0%	73,5%	100,0%	2,5%	19,8%	9,9%	67,9%	100,0%
Other Asian films/series	,0%	1,9%	,6%	97,4%	100,0%	,0%	3,7%	3,7%	92,6%	100,0%

Country: Morocco - Rural population



## ANNEX 7: TABLES PALESTINE

### MEDIA FRUITION HABITS BY URBAN-RURAL DIVIDE

How much time do you watch TV?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	8,0%	12,0%
1-2 times per month	7,4%	10,7%
1-2 times per week	12,0%	12,9%
1-2 hours per day	36,6%	32,0%
3-4 hours per day	17,1%	16,4%
more than 4 hours per day	18,9%	16,0%
Total	100,0%	100,0%

Country: Palestine

How much time do you use the Internet?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	10,9%	15,1%
1-2 times per month	2,3%	3,1%
1-2 times per week	5,1%	2,2%
1-2 hours per day	28,0%	19,1%
3-4 hours per day	20,6%	18,7%
more than 4 hours per day	33,1%	41,8%
Total	100,0%	100,0%

Country: Palestine



### How much time do you use smartphone/tablet?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	10,3%	14,2%
1-2 times per month	1,1%	1,8%
1-2 times per week	4,0%	2,7%
1-2 hours per day	30,9%	22,7%
3-4 hours per day	16,0%	13,3%
more than 4 hours per day	37,7%	45,3%
Total	100,0%	100,0%

Country: Palestine

### Do you use the following social networks?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	85,1%	14,9%	100,0%	82,2%	17,8%	100,0%
Twitter	20,6%	79,4%	100,0%	26,2%	73,8%	100,0%
Instagram	48,0%	52,0%	100,0%	45,8%	54,2%	100,0%
Youtube	64,0%	36,0%	100,0%	68,9%	31,1%	100,0%
WhatsApp	68,6%	31,4%	100,0%	65,3%	34,7%	100,0%

Country: Palestine



## FILM/TV SERIALS CONSUMPTION HABITS BY URBAN-RURAL DIVIDE

How often do you go to cinema halls?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	72,0%	66,7%
1-2 times per year	14,3%	13,3%
1-2 times per month	10,9%	13,3%
1-2 times per week	2,9%	6,7%
Total	100,0%	100,0%

Country: Palestine

How often do you go to film festivals?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	82,9%	88,4%
1-2 times per year	12,6%	8,4%
1-2 times per month	4,0%	2,7%
1-2 times per week	,6%	,4%
Total	100,0%	100,0%

Country: Palestine



### How often do you watch movies/series at home?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	17,1%	14,2%
1-2 times per month	10,9%	18,2%
1-2 times per week	21,1%	14,2%
Every day	50,9%	53,3%
Total	100,0%	100,0%

Country: Palestine

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	59,4%	40,6%	100,0%	53,8%	46,2%	100,0%
Not enough time, because of household chores, care of child, etc	41,7%	58,3%	100,0%	40,4%	59,6%	100,0%
Husband/family prohibition	24,0%	76,0%	100,0%	18,7%	81,3%	100,0%
Bad quality of the available offer	25,1%	74,9%	100,0%	29,8%	70,2%	100,0%
Poor quality of the available offer	26,3%	73,7%	100,0%	34,7%	65,3%	100,0%
Lack of financial resources/ticket price/price of TV subscription	20,0%	80,0%	100,0%	27,1%	72,9%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	17,7%	82,3%	100,0%	24,0%	76,0%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	8,6%	91,4%	100,0%	14,7%	85,3%	100,0%
Cinema opening times/TV series schedule	18,9%	81,1%	100,0%	28,4%	71,6%	100,0%
Because of stereotypes linked to going to the cinema	13,7%	86,3%	100,0%	17,8%	82,2%	100,0%
Other obstacles	14,3%	85,7%	100,0%	14,7%	85,3%	100,0%

Country: Palestine



**Which medium do you use for watching movies/series at home?**

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	89,1%	10,9%	100,0%	76,4%	23,6%	100,0%
Internet	65,7%	34,3%	100,0%	68,0%	32,0%	100,0%
DVD, Bluray, USB, etc	23,4%	76,6%	100,0%	20,0%	80,0%	100,0%

Country: Palestine

**Do you use any subscriptions to watch movies/series?**

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Yes	39,4%	24,9%
No	60,6%	75,1%
Total	100,0%	100,0%

Country: Palestine





Would you be interested in any of the following initiatives?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	46,3%	53,7%	100,0%	53,3%	46,7%	100,0%
Cineforum, cinema club: films followed by discussion	34,9%	65,1%	100,0%	36,0%	64,0%	100,0%
Movie screening with reduced ticket price	40,6%	59,4%	100,0%	41,8%	58,2%	100,0%
Movie screening in different time slots during the day	33,7%	66,3%	100,0%	43,1%	56,9%	100,0%
Transportation to reach cinema halls	25,7%	74,3%	100,0%	27,6%	72,4%	100,0%
Cinema festivals	33,7%	66,3%	100,0%	43,1%	56,9%	100,0%
Itinerant movie exhibitions	39,4%	60,6%	100,0%	36,0%	64,0%	100,0%
Seminars on the history of the movie open to public	35,4%	64,6%	100,0%	30,2%	69,8%	100,0%
Education to cinema and screening movies in the schools	50,3%	49,7%	100,0%	41,3%	58,7%	100,0%
Opening of video store	39,4%	60,6%	100,0%	32,0%	68,0%	100,0%
Opening of video library within local institutions	42,9%	57,1%	100,0%	36,9%	63,1%	100,0%
Regular screening of movies in private premises	40,0%	60,0%	100,0%	41,8%	58,2%	100,0%
Availability of free downloads or discount price downloads from the web	42,3%	57,7%	100,0%	45,8%	54,2%	100,0%
Greater offer of movies or TV series on television	62,3%	37,7%	100,0%	52,0%	48,0%	100,0%
Providing local community with a projector	42,9%	57,1%	100,0%	38,2%	61,8%	100,0%

Country: Palestine



### Which kind of movies/series do you prefer?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	33,7%	35,1%
Engaged / committed to a cause movies/TV series	12,0%	9,8%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	25,1%	19,6%
No specific preferences	29,1%	35,6%
Total	100,0%	100,0%

Country: Palestine

### Which genre of movies/series do you prefer?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	70,3%	29,7%	100,0%	75,6%	24,4%	100,0%
Action/adventure	53,1%	46,9%	100,0%	61,3%	38,7%	100,0%
Drama	72,6%	27,4%	100,0%	66,7%	33,3%	100,0%
Documentary	42,3%	57,7%	100,0%	52,0%	48,0%	100,0%
Romantic	48,6%	51,4%	100,0%	54,7%	45,3%	100,0%
Horror/thriller	30,9%	69,1%	100,0%	43,1%	56,9%	100,0%
Children/family	37,7%	62,3%	100,0%	43,1%	56,9%	100,0%
Religion	65,1%	34,9%	100,0%	61,8%	38,2%	100,0%
Indian movies	45,7%	54,3%	100,0%	48,0%	52,0%	100,0%

Country: Palestine



### How much do you appreciate movies/series from the following countries?

	Urban					Rural				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	30,9%	36,6%	20,6%	12,0%	100,0%	28,9%	33,8%	24,0%	13,3%	100,0%
Films/series of Maghreb	6,9%	11,4%	33,7%	48,0%	100,0%	8,9%	15,1%	26,7%	49,3%	100,0%
Turkish films/series	40,6%	32,0%	18,9%	8,6%	100,0%	39,1%	37,3%	12,4%	11,1%	100,0%
Middle eastern films/series	37,7%	32,0%	17,1%	13,1%	100,0%	36,0%	32,4%	16,9%	14,7%	100,0%
Sub-saharan Africa films/series	4,6%	6,9%	41,7%	46,9%	100,0%	5,8%	8,9%	33,3%	52,0%	100,0%
American (USA) films/series	18,3%	22,3%	33,1%	26,3%	100,0%	25,8%	24,4%	30,2%	19,6%	100,0%
Latin American films/series	8,0%	14,3%	37,1%	40,6%	100,0%	14,2%	16,9%	36,9%	32,0%	100,0%
European films/series	13,1%	18,3%	36,0%	32,6%	100,0%	16,9%	20,4%	30,7%	32,0%	100,0%
Indian films/series	27,4%	22,3%	36,6%	13,7%	100,0%	29,3%	27,6%	26,2%	16,9%	100,0%
Other Asian films/series	29,7%	13,7%	16,6%	40,0%	100,0%	20,0%	18,2%	25,3%	36,4%	100,0%

Country: Palestine

### What does influence you most in choosing film/series?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	29,7%	70,3%	100,0%	33,3%	66,7%	100,0%
Newspaper articles, specialised magazines	22,3%	77,7%	100,0%	24,4%	75,6%	100,0%
Advertisement/trailers on radio or television	47,4%	52,6%	100,0%	61,3%	38,7%	100,0%
Advertisement/trailers on the Internet	52,6%	47,4%	100,0%	56,4%	43,6%	100,0%
Opinions or rumours in the social networks	55,4%	44,6%	100,0%	54,2%	45,8%	100,0%
Word of mouth	54,3%	45,7%	100,0%	61,3%	38,7%	100,0%
Presence of a specific actor or director	51,4%	48,6%	100,0%	56,9%	43,1%	100,0%
Reputation of the film director	11,4%	88,6%	100,0%	17,3%	82,7%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	70,9%	29,1%	100,0%	73,8%	26,2%	100,0%

Country: Palestine



## SENSITIVITY TO SOCIAL ISSUES BY URBAN-RURAL DIVIDE

### What is your attitude towards women producers/directors of films/series?

	Urban/rural	
	Urban Column N %	Rural Column N %
I don't like most movies / series made by women	5,1%	4,4%
I like most movies / series made by women	6,9%	5,8%
In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders	66,3%	61,3%
In their battle for parity women must establish themselves also in the filmmaking sector	11,4%	13,8%
Women shouldn't do cinema, it's not their job	10,3%	14,7%
Total	100,0%	100,0%

Country: Palestine



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Urban				Rural			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	46,3%	29,7%	24,0%	100,0%	36,4%	36,4%	27,1%	100,0%
Youth problems	48,6%	28,0%	23,4%	100,0%	44,4%	36,0%	19,6%	100,0%
The problems of the elderly	35,4%	24,0%	40,6%	100,0%	39,1%	33,8%	27,1%	100,0%
The problems of people with disabilities	36,6%	25,7%	37,7%	100,0%	37,3%	30,2%	32,4%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	37,7%	28,0%	34,3%	100,0%	41,3%	28,4%	30,2%	100,0%
Violence against women	41,1%	22,3%	36,6%	100,0%	45,3%	25,8%	28,9%	100,0%
Sexual exploitation of women and children	42,3%	26,9%	30,9%	100,0%	38,7%	30,7%	30,7%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	19,4%	31,4%	49,1%	100,0%	29,3%	30,2%	40,4%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	17,1%	25,7%	57,1%	100,0%	29,3%	21,3%	49,3%	100,0%
International jihadist terrorism, youth joining terrorist groups	21,7%	21,1%	57,1%	100,0%	29,3%	22,2%	48,4%	100,0%

Country: Palestine



### Ideal model of society as for relations between women and men

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	18,3%	20,0%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	49,7%	48,9%
Women engage more in family care, children education; men in work, politics, power/exercise authority	32,0%	31,1%
Total	100,0%	100,0%

Country: Palestine

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Urban					Rural				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	29,7%	36,0%	21,7%	12,6%	100,0%	31,1%	30,7%	21,3%	16,9%	100,0%
Films/series of Maghreb	6,9%	19,4%	18,3%	55,4%	100,0%	8,9%	14,7%	15,1%	61,3%	100,0%
Turkish films/series	24,6%	37,7%	22,3%	15,4%	100,0%	27,1%	41,3%	13,8%	17,8%	100,0%
Middle eastern films/series	29,7%	33,1%	17,7%	19,4%	100,0%	22,7%	38,7%	19,1%	19,6%	100,0%
Sub-Saharan African films/series	4,6%	6,3%	31,4%	57,7%	100,0%	5,3%	6,2%	26,7%	61,8%	100,0%
American (USA) films/series	16,6%	13,7%	33,7%	36,0%	100,0%	20,4%	16,4%	27,1%	36,0%	100,0%
Latin American films/series	6,9%	12,0%	32,6%	48,6%	100,0%	12,9%	13,8%	25,3%	48,0%	100,0%
European films/series	15,4%	9,7%	30,9%	44,0%	100,0%	18,7%	14,7%	22,2%	44,4%	100,0%
Indian films/series	15,4%	32,6%	26,9%	25,1%	100,0%	13,8%	32,4%	20,4%	33,3%	100,0%
Other Asian films/series	24,6%	12,0%	15,4%	48,0%	100,0%	12,9%	13,3%	17,3%	56,4%	100,0%

Country: Palestine



### Ideal model of society as for relations with minorities

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Promotion of diversity	19,4%	25,3%
Conditioned openness to diversity	65,7%	59,1%
Rejection of diversity	14,9%	15,6%
Total	100,0%	100,0%

Country: Palestine

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Urban					Rural				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	32,0%	36,6%	16,0%	15,4%	100,0%	34,7%	31,6%	11,6%	22,2%	100,0%
Films/series of Maghreb	4,6%	24,0%	18,9%	52,6%	100,0%	8,4%	13,3%	14,7%	63,6%	100,0%
Turkish films/series	22,3%	44,6%	16,6%	16,6%	100,0%	28,4%	39,6%	10,7%	21,3%	100,0%
Middle eastern films/series	21,7%	44,0%	11,4%	22,9%	100,0%	20,4%	40,9%	15,6%	23,1%	100,0%
Sub-Saharan films/series	2,9%	9,1%	27,4%	60,6%	100,0%	4,9%	10,2%	20,0%	64,9%	100,0%
American (USA) films/series	13,7%	17,7%	29,1%	39,4%	100,0%	17,3%	21,8%	20,9%	40,0%	100,0%
Latin American films/series	9,1%	8,6%	30,3%	52,0%	100,0%	12,9%	17,3%	19,6%	50,2%	100,0%
European films/series	13,1%	14,3%	25,1%	47,4%	100,0%	13,8%	22,7%	19,1%	44,4%	100,0%
Indian films/series	14,3%	35,4%	25,7%	24,6%	100,0%	16,0%	28,9%	19,1%	36,0%	100,0%
Other Asian films/series	20,0%	21,1%	10,3%	48,6%	100,0%	14,7%	15,6%	15,1%	54,7%	100,0%

Country: Palestine



## RURAL, MEDIA FRUITION HABITS BY GENDER DIVIDE

### How much time do you watch TV?

	Sex	
	Male	Female
	Column N %	Column N %
Never	10,3%	13,9%
1-2 times per month	11,1%	10,2%
1-2 times per week	17,9%	7,4%
1-2 hours per day	36,8%	26,9%
3-4 hours per day	15,4%	17,6%
more than 4 hours per day	8,5%	24,1%
Total	100,0%	100,0%

Country: Palestine - Rural population

### How much time do you use the Internet?

	Sex	
	Male	Female
	Column N %	Column N %
Never	13,7%	16,7%
1-2 times per month	4,3%	1,9%
1-2 times per week	,0%	4,6%
1-2 hours per day	23,9%	13,9%
3-4 hours per day	16,2%	21,3%
more than 4 hours per day	41,9%	41,7%
Total	100,0%	100,0%

Country: Palestine - Rural population





### How much time do you use smartphone/tablet?

	Sex	
	Male	Female
	Column N %	Column N %
Never	12,8%	15,7%
1-2 times per month	1,7%	1,9%
1-2 times per week	2,6%	2,8%
1-2 hours per day	23,9%	21,3%
3-4 hours per day	12,8%	13,9%
more than 4 hours per day	46,2%	44,4%
Total	100,0%	100,0%

Country: Palestine - Rural population

### Do you use the following social networks?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	83,8%	16,2%	100,0%	80,6%	19,4%	100,0%
Twitter	28,2%	71,8%	100,0%	24,1%	75,9%	100,0%
Instagram	43,6%	56,4%	100,0%	48,1%	51,9%	100,0%
Youtube	70,1%	29,9%	100,0%	67,6%	32,4%	100,0%
WhatsApp	64,1%	35,9%	100,0%	66,7%	33,3%	100,0%

Country: Palestine - Rural population



## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY GENDER DIVIDE

How often do you go to cinema halls?

	Sex	
	Male	Female
	Column N %	Column N %
Never	64,1%	69,4%
1-2 times per year	13,7%	13,0%
1-2 times per month	15,4%	11,1%
1-2 times per week	6,8%	6,5%
Total	100,0%	100,0%

Country: Palestine - Rural population

How often do you go to film festivals?

	Sex	
	Male	Female
	Column N %	Column N %
Never	87,2%	89,8%
1-2 times per year	8,5%	8,3%
1-2 times per month	3,4%	1,9%
1-2 times per week	,9%	,0%
Total	100,0%	100,0%

Country: Palestine - Rural population



### How often do you watch movies/series at home?

	Sex	
	Male	Female
	Column N %	Column N %
Never	14,5%	13,9%
1-2 times per month	22,2%	13,9%
1-2 times per week	12,8%	15,7%
Every day	50,4%	56,5%
Total	100,0%	100,0%

Country: Palestine - Rural population

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	66,7%	33,3%	100,0%	39,8%	60,2%	100,0%
Not enough time, because of household chores, care of child, etc	21,4%	78,6%	100,0%	61,1%	38,9%	100,0%
Husband/family prohibition	10,3%	89,7%	100,0%	27,8%	72,2%	100,0%
Bad quality of the available offer	30,8%	69,2%	100,0%	28,7%	71,3%	100,0%
Poor quality of the available offer	33,3%	66,7%	100,0%	36,1%	63,9%	100,0%
Lack of financial resources/ticket price/price of TV subscription	28,2%	71,8%	100,0%	25,9%	74,1%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	22,2%	77,8%	100,0%	25,9%	74,1%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	8,5%	91,5%	100,0%	21,3%	78,7%	100,0%
Cinema opening times/TV series schedule	28,2%	71,8%	100,0%	28,7%	71,3%	100,0%
Because of stereotypes linked to going to the cinema	14,5%	85,5%	100,0%	21,3%	78,7%	100,0%
Other obstacles	10,3%	89,7%	100,0%	19,4%	80,6%	100,0%

Country: Palestine - Rural population



**Which medium do you use for watching movies/series at home?**

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	77,8%	22,2%	100,0%	75,0%	25,0%	100,0%
Internet	68,4%	31,6%	100,0%	67,6%	32,4%	100,0%
DVD, Bluray, USB, etc	23,1%	76,9%	100,0%	16,7%	83,3%	100,0%

Country: Palestine - Rural population

**Do you use any subscriptions to watch movies/series?**

	Sex	
	Male	Female
	Column N %	Column N %
Yes	29,1%	20,4%
No	70,9%	79,6%
Total	100,0%	100,0%

Country: Palestine - Rural population



Would you be interested in any of the following initiatives?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	54,7%	45,3%	100,0%	51,9%	48,1%	100,0%
Cineforum, cinema club: films followed by discussion	35,9%	64,1%	100,0%	36,1%	63,9%	100,0%
Movie screening with reduced ticket price	42,7%	57,3%	100,0%	40,7%	59,3%	100,0%
Movie screening in different time slots during the day	35,9%	64,1%	100,0%	50,9%	49,1%	100,0%
Transportation to reach cinema halls	22,2%	77,8%	100,0%	33,3%	66,7%	100,0%
Cinema festivals	39,3%	60,7%	100,0%	47,2%	52,8%	100,0%
Itinerant movie exhibitions	32,5%	67,5%	100,0%	39,8%	60,2%	100,0%
Seminars on the history of the movie open to public	25,6%	74,4%	100,0%	35,2%	64,8%	100,0%
Education to cinema and screening movies in the schools	41,0%	59,0%	100,0%	41,7%	58,3%	100,0%
Opening of video store	29,9%	70,1%	100,0%	34,3%	65,7%	100,0%
Opening of video library within local institutions	35,9%	64,1%	100,0%	38,0%	62,0%	100,0%
Regular screening of movies in private premises	47,9%	52,1%	100,0%	35,2%	64,8%	100,0%
Availability of free downloads or discount price downloads from the web	53,0%	47,0%	100,0%	38,0%	62,0%	100,0%
Greater offer of movies or TV series on television	53,8%	46,2%	100,0%	50,0%	50,0%	100,0%
Providing local community with a projector	45,3%	54,7%	100,0%	30,6%	69,4%	100,0%

Country: Palestine - Rural population



### Which kind of movies/series do you prefer?

	Sex	
	Male	Female
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	43,6%	25,9%
Engaged / committed to a cause movies/TV series	10,3%	9,3%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	17,1%	22,2%
No specific preferences	29,1%	42,6%
Total	100,0%	100,0%

Country: Palestine - Rural population

### Which genre of movies/series do you prefer?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	73,5%	26,5%	100,0%	77,8%	22,2%	100,0%
Action/adventure	63,2%	36,8%	100,0%	59,3%	40,7%	100,0%
Drama	58,1%	41,9%	100,0%	75,9%	24,1%	100,0%
Documentary	53,8%	46,2%	100,0%	50,0%	50,0%	100,0%
Romantic	50,4%	49,6%	100,0%	59,3%	40,7%	100,0%
Horror/thriller	53,8%	46,2%	100,0%	31,5%	68,5%	100,0%
Children/family	31,6%	68,4%	100,0%	55,6%	44,4%	100,0%
Religion	57,3%	42,7%	100,0%	66,7%	33,3%	100,0%
Indian movies	42,7%	57,3%	100,0%	53,7%	46,3%	100,0%

Country: Palestine - Rural population



### How much do you appreciate movies/series from the following countries?

	Male					Female				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	32,5%	30,8%	24,8%	12,0%	100,0%	25,0%	37,0%	23,1%	14,8%	100,0%
Films/series of Maghreb	8,5%	12,0%	29,9%	49,6%	100,0%	9,3%	18,5%	23,1%	49,1%	100,0%
Turkish films/series	37,6%	36,8%	14,5%	11,1%	100,0%	40,7%	38,0%	10,2%	11,1%	100,0%
Middle eastern films/series	36,8%	29,9%	19,7%	13,7%	100,0%	35,2%	35,2%	13,9%	15,7%	100,0%
Sub-saharan Africa films/series	6,0%	9,4%	34,2%	50,4%	100,0%	5,6%	8,3%	32,4%	53,7%	100,0%
American (USA) films/series	35,0%	22,2%	23,9%	18,8%	100,0%	15,7%	26,9%	37,0%	20,4%	100,0%
Latin American films/series	17,1%	13,7%	37,6%	31,6%	100,0%	11,1%	20,4%	36,1%	32,4%	100,0%
European films/series	20,5%	22,2%	27,4%	29,9%	100,0%	13,0%	18,5%	34,3%	34,3%	100,0%
Indian films/series	28,2%	24,8%	27,4%	19,7%	100,0%	30,6%	30,6%	25,0%	13,9%	100,0%
Other Asian films/series	21,4%	17,1%	24,8%	36,8%	100,0%	18,5%	19,4%	25,9%	36,1%	100,0%

Country: Palestine - Rural population



### What does influence you most in choosing film/series?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	29,9%	70,1%	100,0%	37,0%	63,0%	100,0%
Newspaper articles, specialised magazines	24,8%	75,2%	100,0%	24,1%	75,9%	100,0%
Advertisement/trailers on radio or television	56,4%	43,6%	100,0%	66,7%	33,3%	100,0%
Advertisement/trailers on the Internet	59,8%	40,2%	100,0%	52,8%	47,2%	100,0%
Opinions or rumours in the social networks	53,8%	46,2%	100,0%	54,6%	45,4%	100,0%
Word of mouth	55,6%	44,4%	100,0%	67,6%	32,4%	100,0%
Presence of a specific actor or director	53,8%	46,2%	100,0%	60,2%	39,8%	100,0%
Reputation of the film director	17,1%	82,9%	100,0%	17,6%	82,4%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	71,8%	28,2%	100,0%	75,9%	24,1%	100,0%

Country: Palestine - Rural population





## RURAL, SENSITIVITY TO SOCIAL ISSUES BY GENDER DIVIDE

What is your attitude towards women producers/directors of films/series?

	Sex	
	Male Column N %	Female Column N %
I don't like most movies / series made by women	4,3%	4,6%
I like most movies / series made by women	6,8%	4,6%
In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders	60,7%	62,0%
In their battle for parity women must establish themselves also in the filmmaking sector	10,3%	17,6%
Women shouldn't do cinema, it's not their job	17,9%	11,1%
Total	100,0%	100,0%

Country: Palestine - Rural population



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Male				Female			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	41,0%	29,1%	29,9%	100,0%	31,5%	44,4%	24,1%	100,0%
Youth problems	50,4%	34,2%	15,4%	100,0%	38,0%	38,0%	24,1%	100,0%
The problems of the elderly	41,9%	29,9%	28,2%	100,0%	36,1%	38,0%	25,9%	100,0%
The problems of people with disabilities	34,2%	31,6%	34,2%	100,0%	40,7%	28,7%	30,6%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	31,6%	23,9%	44,4%	100,0%	51,9%	33,3%	14,8%	100,0%
Violence against women	38,5%	21,4%	40,2%	100,0%	52,8%	30,6%	16,7%	100,0%
Sexual exploitation of women and children	36,8%	23,9%	39,3%	100,0%	40,7%	38,0%	21,3%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	32,5%	28,2%	39,3%	100,0%	25,9%	32,4%	41,7%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	35,9%	23,1%	41,0%	100,0%	22,2%	19,4%	58,3%	100,0%
International jihadist terrorism, youth joining terrorist groups	35,9%	17,9%	46,2%	100,0%	22,2%	26,9%	50,9%	100,0%

Country: Palestine - Rural population



### Ideal model of society as for relations between women and men

	Sex	
	Male	Female
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	17,9%	22,2%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	44,4%	53,7%
Women engage more in family care, children education; men in work, politics, power/exercise authority	37,6%	24,1%
Total	100,0%	100,0%

Country: Palestine - Rural population

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Male					Female				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	32,5%	24,8%	23,1%	19,7%	100,0%	29,6%	37,0%	19,4%	13,9%	100,0%
Films/series of Maghreb	7,7%	14,5%	17,1%	60,7%	100,0%	10,2%	14,8%	13,0%	62,0%	100,0%
Turkish films/series	25,6%	41,0%	12,0%	21,4%	100,0%	28,7%	41,7%	15,7%	13,9%	100,0%
Middle eastern films/series	23,9%	33,3%	20,5%	22,2%	100,0%	21,3%	44,4%	17,6%	16,7%	100,0%
Sub-Saharan African films/series	4,3%	4,3%	29,9%	61,5%	100,0%	6,5%	8,3%	23,1%	62,0%	100,0%
American (USA) films/series	22,2%	13,7%	29,1%	35,0%	100,0%	18,5%	19,4%	25,0%	37,0%	100,0%
Latin American films/series	12,0%	12,8%	29,1%	46,2%	100,0%	13,9%	14,8%	21,3%	50,0%	100,0%
European films/series	19,7%	12,8%	23,1%	44,4%	100,0%	17,6%	16,7%	21,3%	44,4%	100,0%
Indian films/series	13,7%	31,6%	20,5%	34,2%	100,0%	13,9%	33,3%	20,4%	32,4%	100,0%
Other Asian films/series	12,8%	12,8%	17,1%	57,3%	100,0%	13,0%	13,9%	17,6%	55,6%	100,0%

Country: Palestine - Rural population



### Ideal model of society as for relations with minorities

	Sex	
	Male	Female
	Column N %	Column N %
Promotion of diversity	30,8%	19,4%
Conditioned openness to diversity	53,0%	65,7%
Rejection of diversity	16,2%	14,8%
Total	100,0%	100,0%

Country: Palestine - Rural population

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Male					Female				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	38,5%	27,4%	10,3%	23,9%	100,0%	30,6%	36,1%	13,0%	20,4%	100,0%
Films/series of Maghreb	8,5%	12,8%	12,8%	65,8%	100,0%	8,3%	13,9%	16,7%	61,1%	100,0%
Turkish films/series	29,1%	35,9%	12,0%	23,1%	100,0%	27,8%	43,5%	9,3%	19,4%	100,0%
Middle eastern films/series	19,7%	35,9%	17,1%	27,4%	100,0%	21,3%	46,3%	13,9%	18,5%	100,0%
Sub-Saharan films/series	4,3%	8,5%	20,5%	66,7%	100,0%	5,6%	12,0%	19,4%	63,0%	100,0%
American (USA) films/series	22,2%	17,9%	22,2%	37,6%	100,0%	12,0%	25,9%	19,4%	42,6%	100,0%
Latin American films/series	14,5%	15,4%	22,2%	47,9%	100,0%	11,1%	19,4%	16,7%	52,8%	100,0%
European films/series	16,2%	20,5%	20,5%	42,7%	100,0%	11,1%	25,0%	17,6%	46,3%	100,0%
Indian films/series	17,9%	26,5%	18,8%	36,8%	100,0%	13,9%	31,5%	19,4%	35,2%	100,0%
Other Asian films/series	14,5%	15,4%	14,5%	55,6%	100,0%	14,8%	15,7%	15,7%	53,7%	100,0%

Country: Palestine - Rural population



## RURAL, MEDIA FRUITION HABITS BY AGE DIVIDE

### How much time do you watch TV?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	13,8%	7,3%	13,0%
1-2 times per month	8,6%	10,9%	14,8%
1-2 times per week	13,8%	12,7%	11,1%
1-2 hours per day	34,5%	29,1%	29,6%
3-4 hours per day	14,7%	21,8%	14,8%
more than 4 hours per day	14,7%	18,2%	16,7%
Total	100,0%	100,0%	100,0%

Country: Palestine - Rural population

### How much time do you use the Internet?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	2,6%	7,3%	50,0%
1-2 times per month	2,6%	5,5%	1,9%
1-2 times per week	1,7%	3,6%	1,9%
1-2 hours per day	13,8%	27,3%	22,2%
3-4 hours per day	19,8%	21,8%	13,0%
more than 4 hours per day	59,5%	34,5%	11,1%
Total	100,0%	100,0%	100,0%

Country: Palestine - Rural population



### How much time do you use smartphone/tablet?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	1,7%	9,1%	46,3%
1-2 times per month	1,7%	3,6%	,0%
1-2 times per week	,9%	7,3%	1,9%
1-2 hours per day	19,8%	23,6%	27,8%
3-4 hours per day	18,1%	10,9%	5,6%
more than 4 hours per day	57,8%	45,5%	18,5%
Total	100,0%	100,0%	100,0%

Country: Palestine - Rural population

### Do you use the following social networks?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	98,3%	1,7%	100,0%	85,5%	14,5%	100,0%	44,4%	55,6%	100,0%
Twitter	36,2%	63,8%	100,0%	23,6%	76,4%	100,0%	7,4%	92,6%	100,0%
Instagram	61,2%	38,8%	100,0%	43,6%	56,4%	100,0%	14,8%	85,2%	100,0%
Youtube	86,2%	13,8%	100,0%	69,1%	30,9%	100,0%	31,5%	68,5%	100,0%
WhatsApp	81,0%	19,0%	100,0%	70,9%	29,1%	100,0%	25,9%	74,1%	100,0%

Country: Palestine - Rural population



## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY AGE DIVIDE

### How often do you go to cinema halls?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	60,3%	56,4%	90,7%
1-2 times per year	11,2%	25,5%	5,6%
1-2 times per month	19,8%	9,1%	3,7%
1-2 times per week	8,6%	9,1%	,0%
Total	100,0%	100,0%	100,0%

Country: Palestine - Rural population

### How often do you go to film festivals?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	82,8%	92,7%	96,3%
1-2 times per year	11,2%	7,3%	3,7%
1-2 times per month	5,2%	,0%	,0%
1-2 times per week	,9%	,0%	,0%
Total	100,0%	100,0%	100,0%

Country: Palestine - Rural population



**How often do you watch movies/series at home?**

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	13,8%	9,1%	20,4%
1-2 times per month	14,7%	21,8%	22,2%
1-2 times per week	19,8%	9,1%	7,4%
Every day	51,7%	60,0%	50,0%
Total	100,0%	100,0%	100,0%

Country: Palestine - Rural population





Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	51,7%	48,3%	100,0%	65,5%	34,5%	100,0%	46,3%	53,7%	100,0%
Not enough time, because of household chores, care of child, etc	36,2%	63,8%	100,0%	41,8%	58,2%	100,0%	48,1%	51,9%	100,0%
Husband/family prohibition	12,9%	87,1%	100,0%	25,5%	74,5%	100,0%	24,1%	75,9%	100,0%
Bad quality of the available offer	30,2%	69,8%	100,0%	36,4%	63,6%	100,0%	22,2%	77,8%	100,0%
Poor quality of the available offer	35,3%	64,7%	100,0%	43,6%	56,4%	100,0%	24,1%	75,9%	100,0%
Lack of financial resources/ticket price/price of TV subscription	28,4%	71,6%	100,0%	30,9%	69,1%	100,0%	20,4%	79,6%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	28,4%	71,6%	100,0%	25,5%	74,5%	100,0%	13,0%	87,0%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	17,2%	82,8%	100,0%	16,4%	83,6%	100,0%	7,4%	92,6%	100,0%
Cinema opening times/TV series schedule	31,0%	69,0%	100,0%	36,4%	63,6%	100,0%	14,8%	85,2%	100,0%
Because of stereotypes linked to going to the cinema	21,6%	78,4%	100,0%	14,5%	85,5%	100,0%	13,0%	87,0%	100,0%
Other obstacles	18,1%	81,9%	100,0%	7,3%	92,7%	100,0%	14,8%	85,2%	100,0%

Country: Palestine - Rural population



### Which medium do you use for watching movies/series at home?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	74,1%	25,9%	100,0%	81,8%	18,2%	100,0%	75,9%	24,1%	100,0%
Internet	83,6%	16,4%	100,0%	74,5%	25,5%	100,0%	27,8%	72,2%	100,0%
DVD, Bluray, USB, etc	26,7%	73,3%	100,0%	16,4%	83,6%	100,0%	9,3%	90,7%	100,0%

Country: Palestine - Rural population

### Do you use any subscriptions to watch movies/series?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Yes	24,1%	25,5%	25,9%
No	75,9%	74,5%	74,1%
Total	100,0%	100,0%	100,0%

Country: Palestine - Rural population



Would you be interested in any of the following initiatives?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	62,9%	37,1%	100,0%	60,0%	40,0%	100,0%	25,9%	74,1%	100,0%
Cineforum, cinema club: films followed by discussion	46,6%	53,4%	100,0%	30,9%	69,1%	100,0%	18,5%	81,5%	100,0%
Movie screening with reduced ticket price	51,7%	48,3%	100,0%	40,0%	60,0%	100,0%	22,2%	77,8%	100,0%
Movie screening in different time slots during the day	50,9%	49,1%	100,0%	43,6%	56,4%	100,0%	25,9%	74,1%	100,0%
Transportation to reach cinema halls	39,7%	60,3%	100,0%	20,0%	80,0%	100,0%	9,3%	90,7%	100,0%
Cinema festivals	54,3%	45,7%	100,0%	45,5%	54,5%	100,0%	16,7%	83,3%	100,0%
Itinerant movie exhibitions	50,9%	49,1%	100,0%	29,1%	70,9%	100,0%	11,1%	88,9%	100,0%
Seminars on the history of the movie open to public	37,9%	62,1%	100,0%	27,3%	72,7%	100,0%	16,7%	83,3%	100,0%
Education to cinema and screening movies in the schools	51,7%	48,3%	100,0%	41,8%	58,2%	100,0%	18,5%	81,5%	100,0%
Opening of video store	40,5%	59,5%	100,0%	29,1%	70,9%	100,0%	16,7%	83,3%	100,0%
Opening of video library within local institutions	40,5%	59,5%	100,0%	40,0%	60,0%	100,0%	25,9%	74,1%	100,0%
Regular screening of movies in private premises	48,3%	51,7%	100,0%	41,8%	58,2%	100,0%	27,8%	72,2%	100,0%
Availability of free downloads or discount price downloads from the web	57,8%	42,2%	100,0%	41,8%	58,2%	100,0%	24,1%	75,9%	100,0%
Greater offer of movies or TV series on television	55,2%	44,8%	100,0%	61,8%	38,2%	100,0%	35,2%	64,8%	100,0%
Providing local community with a projector	46,6%	53,4%	100,0%	41,8%	58,2%	100,0%	16,7%	83,3%	100,0%

Country: Palestine - Rural population



### Which kind of movies/series do you prefer?

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Amusement/Entertainment (action, crime, comedy...)	43,1%	32,7%	20,4%
Engaged / committed to a cause movies/TV series	6,0%	12,7%	14,8%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	11,2%	23,6%	33,3%
No specific preferences	39,7%	30,9%	31,5%
Total	100,0%	100,0%	100,0%

Country: Palestine - Rural population

### Which genre of movies/series do you prefer?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	83,6%	16,4%	100,0%	72,7%	27,3%	100,0%	61,1%	38,9%	100,0%
Action/adventure	73,3%	26,7%	100,0%	65,5%	34,5%	100,0%	31,5%	68,5%	100,0%
Drama	69,0%	31,0%	100,0%	72,7%	27,3%	100,0%	55,6%	44,4%	100,0%
Documentary	57,8%	42,2%	100,0%	49,1%	50,9%	100,0%	42,6%	57,4%	100,0%
Romantic	58,6%	41,4%	100,0%	69,1%	30,9%	100,0%	31,5%	68,5%	100,0%
Horror/thriller	52,6%	47,4%	100,0%	41,8%	58,2%	100,0%	24,1%	75,9%	100,0%
Children/family	43,1%	56,9%	100,0%	43,6%	56,4%	100,0%	42,6%	57,4%	100,0%
Religion	55,2%	44,8%	100,0%	65,5%	34,5%	100,0%	72,2%	27,8%	100,0%
Indian movies	52,6%	47,4%	100,0%	47,3%	52,7%	100,0%	38,9%	61,1%	100,0%

Country: Palestine - Rural population



### How much do you appreciate movies/series from the following countries?

	Age 25-					Age 25-44					Age 45+				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	22,4%	35,3%	27,6%	14,7%	100,0%	29,1%	32,7%	27,3%	10,9%	100,0%	42,6%	31,5%	13,0%	13,0%	100,0%
Films/series of Maghreb	9,5%	19,0%	25,9%	45,7%	100,0%	7,3%	9,1%	29,1%	54,5%	100,0%	9,3%	13,0%	25,9%	51,9%	100,0%
Turkish films/series	48,3%	36,2%	6,9%	8,6%	100,0%	38,2%	40,0%	14,5%	7,3%	100,0%	20,4%	37,0%	22,2%	20,4%	100,0%
Middle eastern films/series	33,6%	37,1%	15,5%	13,8%	100,0%	41,8%	30,9%	18,2%	9,1%	100,0%	35,2%	24,1%	18,5%	22,2%	100,0%
Sub-saharan Africa films/series	8,6%	10,3%	31,9%	49,1%	100,0%	3,6%	9,1%	32,7%	54,5%	100,0%	1,9%	5,6%	37,0%	55,6%	100,0%
American (USA) films/series	35,3%	21,6%	25,9%	17,2%	100,0%	25,5%	38,2%	27,3%	9,1%	100,0%	5,6%	16,7%	42,6%	35,2%	100,0%
Latin American films/series	21,6%	16,4%	31,9%	30,2%	100,0%	10,9%	25,5%	45,5%	18,2%	100,0%	1,9%	9,3%	38,9%	50,0%	100,0%
European films/series	23,3%	19,8%	29,3%	27,6%	100,0%	16,4%	21,8%	34,5%	27,3%	100,0%	3,7%	20,4%	29,6%	46,3%	100,0%
Indian films/series	35,3%	26,7%	24,1%	13,8%	100,0%	29,1%	30,9%	25,5%	14,5%	100,0%	16,7%	25,9%	31,5%	25,9%	100,0%
Other Asian films/series	21,6%	18,1%	24,1%	36,2%	100,0%	16,4%	25,5%	29,1%	29,1%	100,0%	20,4%	11,1%	24,1%	44,4%	100,0%

Country: Palestine - Rural population



### What does influence you most in choosing film/series?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	40,5%	59,5%	100,0%	29,1%	70,9%	100,0%	22,2%	77,8%	100,0%
Newspaper articles, specialised magazines	27,6%	72,4%	100,0%	25,5%	74,5%	100,0%	16,7%	83,3%	100,0%
Advertisement/trailers on radio or television	67,2%	32,8%	100,0%	61,8%	38,2%	100,0%	48,1%	51,9%	100,0%
Advertisement/trailers on the Internet	66,4%	33,6%	100,0%	61,8%	38,2%	100,0%	29,6%	70,4%	100,0%
Opinions or rumours in the social networks	63,8%	36,2%	100,0%	63,6%	36,4%	100,0%	24,1%	75,9%	100,0%
Word of mouth	64,7%	35,3%	100,0%	63,6%	36,4%	100,0%	51,9%	48,1%	100,0%
Presence of a specific actor or director	68,1%	31,9%	100,0%	49,1%	50,9%	100,0%	40,7%	59,3%	100,0%
Reputation of the film director	22,4%	77,6%	100,0%	12,7%	87,3%	100,0%	11,1%	88,9%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	72,4%	27,6%	100,0%	78,2%	21,8%	100,0%	72,2%	27,8%	100,0%

Country: Palestine - Rural population



## RURAL, SENSITIVITY TO SOCIAL ISSUES BY AGE DIVIDE

What is your attitude towards women producers/directors of films/series?

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
I don't like most movies / series made by women	6,0%	3,6%	1,9%
I like most movies / series made by women	8,6%	3,6%	1,9%
In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders	60,3%	60,0%	64,8%
In their battle for parity women must establish themselves also in the filmmaking sector	14,7%	14,5%	11,1%
Women shouldn't do cinema, it's not their job	10,3%	18,2%	20,4%
Total	100,0%	100,0%	100,0%

Country: Palestine - Rural population



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Age 25-				Age 25-44				Age 45+			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	33,6%	42,2%	24,1%	100,0%	34,5%	30,9%	34,5%	100,0%	44,4%	29,6%	25,9%	100,0%
Youth problems	47,4%	38,8%	13,8%	100,0%	41,8%	43,6%	14,5%	100,0%	40,7%	22,2%	37,0%	100,0%
The problems of the elderly	32,8%	42,2%	25,0%	100,0%	32,7%	30,9%	36,4%	100,0%	59,3%	18,5%	22,2%	100,0%
The problems of people with disabilities	36,2%	34,5%	29,3%	100,0%	34,5%	29,1%	36,4%	100,0%	42,6%	22,2%	35,2%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	46,6%	27,6%	25,9%	100,0%	34,5%	30,9%	34,5%	100,0%	37,0%	27,8%	35,2%	100,0%
Violence against women	51,7%	21,6%	26,7%	100,0%	38,2%	38,2%	23,6%	100,0%	38,9%	22,2%	38,9%	100,0%
Sexual exploitation of women and children	42,2%	32,8%	25,0%	100,0%	34,5%	34,5%	30,9%	100,0%	35,2%	22,2%	42,6%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	33,6%	30,2%	36,2%	100,0%	18,2%	38,2%	43,6%	100,0%	31,5%	22,2%	46,3%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	30,2%	22,4%	47,4%	100,0%	32,7%	20,0%	47,3%	100,0%	24,1%	20,4%	55,6%	100,0%
International jihadist terrorism, youth joining terrorist groups	27,6%	26,7%	45,7%	100,0%	34,5%	20,0%	45,5%	100,0%	27,8%	14,8%	57,4%	100,0%

Country: Palestine - Rural population





### Ideal model of society as for relations between women and men

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	24,1%	16,4%	14,8%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	51,7%	45,5%	46,3%
Women engage more in family care, children education; men in work, politics, power/exercise authority	24,1%	38,2%	38,9%
Total	100,0%	100,0%	100,0%

Country: Palestine - Rural population



In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Age 25-					Age 25-44					Age 45+				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	18,1%	34,5%	25,0%	22,4%	100,0%	34,5%	27,3%	23,6%	14,5%	100,0%	55,6%	25,9%	11,1%	7,4%	100,0%
Films/series of Maghreb	8,6%	15,5%	14,7%	61,2%	100,0%	7,3%	10,9%	16,4%	65,5%	100,0%	11,1%	16,7%	14,8%	57,4%	100,0%
Turkish films/series	28,4%	44,8%	10,3%	16,4%	100,0%	27,3%	49,1%	9,1%	14,5%	100,0%	24,1%	25,9%	25,9%	24,1%	100,0%
Middle eastern films/series	21,6%	39,7%	17,2%	21,6%	100,0%	23,6%	41,8%	21,8%	12,7%	100,0%	24,1%	33,3%	20,4%	22,2%	100,0%
Sub-Saharan African films/series	6,9%	6,9%	25,9%	60,3%	100,0%	5,5%	3,6%	23,6%	67,3%	100,0%	1,9%	7,4%	31,5%	59,3%	100,0%
American (USA) films/series	27,6%	14,7%	25,0%	32,8%	100,0%	18,2%	21,8%	30,9%	29,1%	100,0%	7,4%	14,8%	27,8%	50,0%	100,0%
Latin American films/series	17,2%	14,7%	22,4%	45,7%	100,0%	10,9%	14,5%	29,1%	45,5%	100,0%	5,6%	11,1%	27,8%	55,6%	100,0%
European films/series	26,7%	12,1%	19,0%	42,2%	100,0%	10,9%	25,5%	23,6%	40,0%	100,0%	9,3%	9,3%	27,8%	53,7%	100,0%
Indian films/series	13,8%	31,0%	24,1%	31,0%	100,0%	14,5%	40,0%	12,7%	32,7%	100,0%	13,0%	27,8%	20,4%	38,9%	100,0%
Other Asian films/series	10,3%	15,5%	20,7%	53,4%	100,0%	16,4%	10,9%	12,7%	60,0%	100,0%	14,8%	11,1%	14,8%	59,3%	100,0%

Country: Palestine - Rural population



### Ideal model of society as for relations with minorities

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Promotion of diversity	30,2%	23,6%	16,7%
Conditioned openness to diversity	57,8%	56,4%	64,8%
Rejection of diversity	12,1%	20,0%	18,5%
Total	100,0%	100,0%	100,0%

Country: Palestine - Rural population

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Age 25-					Age 25-44					Age 45+				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	32,8%	33,6%	10,3%	23,3%	100,0%	29,1%	32,7%	16,4%	21,8%	100,0%	44,4%	25,9%	9,3%	20,4%	100,0%
Films/series of Maghreb	8,6%	15,5%	11,2%	64,7%	100,0%	3,6%	12,7%	21,8%	61,8%	100,0%	13,0%	9,3%	14,8%	63,0%	100,0%
Turkish films/series	31,9%	39,7%	11,2%	17,2%	100,0%	29,1%	45,5%	5,5%	20,0%	100,0%	20,4%	33,3%	14,8%	31,5%	100,0%
Middle eastern films/series	18,1%	44,8%	13,8%	23,3%	100,0%	25,5%	40,0%	16,4%	18,2%	100,0%	20,4%	33,3%	18,5%	27,8%	100,0%
Sub-Saharan films/series	6,0%	12,9%	17,2%	63,8%	100,0%	3,6%	9,1%	20,0%	67,3%	100,0%	3,7%	5,6%	25,9%	64,8%	100,0%
American (USA) films/series	17,2%	23,3%	20,7%	38,8%	100,0%	27,3%	25,5%	14,5%	32,7%	100,0%	7,4%	14,8%	27,8%	50,0%	100,0%
Latin American films/series	14,7%	19,8%	18,1%	47,4%	100,0%	14,5%	18,2%	18,2%	49,1%	100,0%	7,4%	11,1%	24,1%	57,4%	100,0%
European films/series	15,5%	21,6%	20,7%	42,2%	100,0%	20,0%	32,7%	7,3%	40,0%	100,0%	3,7%	14,8%	27,8%	53,7%	100,0%
Indian films/series	19,0%	25,9%	19,0%	36,2%	100,0%	12,7%	41,8%	14,5%	30,9%	100,0%	13,0%	22,2%	24,1%	40,7%	100,0%
Other Asian films/series	12,1%	20,7%	12,9%	54,3%	100,0%	16,4%	14,5%	12,7%	56,4%	100,0%	18,5%	5,6%	22,2%	53,7%	100,0%

Country: Palestine - Rural population



## RURAL, MEDIA FRUITION HABITS BY EDUCATION DIVIDE

### How much time do you watch TV?

	Level of education	
	Low	High
	Column N %	Column N %
Never	13,8%	11,3%
1-2 times per month	10,8%	10,6%
1-2 times per week	10,8%	13,8%
1-2 hours per day	24,6%	35,0%
3-4 hours per day	15,4%	16,9%
more than 4 hours per day	24,6%	12,5%
Total	100,0%	100,0%

Country: Palestine - Rural population

### How much time do you use the Internet?

	Level of education	
	Low	High
	Column N %	Column N %
Never	40,0%	5,0%
1-2 times per month	3,1%	3,1%
1-2 times per week	,0%	3,1%
1-2 hours per day	20,0%	18,8%
3-4 hours per day	21,5%	17,5%
more than 4 hours per day	15,4%	52,5%
Total	100,0%	100,0%

Country: Palestine - Rural population



### How much time do you use smartphone/tablet?

	Level of education	
	Low	High
	Column N %	Column N %
Never	36,9%	5,0%
1-2 times per month	1,5%	1,9%
1-2 times per week	3,1%	2,5%
1-2 hours per day	23,1%	22,5%
3-4 hours per day	12,3%	13,8%
more than 4 hours per day	23,1%	54,4%
Total	100,0%	100,0%

Country: Palestine - Rural population

### Do you use the following social networks?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	53,8%	46,2%	100,0%	93,8%	6,3%	100,0%
Twitter	10,8%	89,2%	100,0%	32,5%	67,5%	100,0%
Instagram	20,0%	80,0%	100,0%	56,3%	43,8%	100,0%
Youtube	40,0%	60,0%	100,0%	80,6%	19,4%	100,0%
WhatsApp	36,9%	63,1%	100,0%	76,9%	23,1%	100,0%

Country: Palestine - Rural population



## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY EDUCATION DIVID

### How often do you go to cinema halls?

	Level of education	
	Low	High
	Column N %	Column N %
Never	83,1%	60,0%
1-2 times per year	9,2%	15,0%
1-2 times per month	4,6%	16,9%
1-2 times per week	3,1%	8,1%
Total	100,0%	100,0%

Country: Palestine - Rural population

### How often do you go to film festivals?

	Level of education	
	Low	High
	Column N %	Column N %
Never	95,4%	85,6%
1-2 times per year	4,6%	10,0%
1-2 times per month	,0%	3,8%
1-2 times per week	,0%	,6%
Total	100,0%	100,0%

Country: Palestine - Rural population



### How often do you watch movies/series at home?

	Level of education	
	Low	High
	Column N %	Column N %
Never	15,4%	13,8%
1-2 times per month	18,5%	18,1%
1-2 times per week	4,6%	18,1%
Every day	61,5%	50,0%
Total	100,0%	100,0%

Country: Palestine - Rural population

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	50,8%	49,2%	100,0%	55,0%	45,0%	100,0%
Not enough time, because of household chores, care of child, etc	41,5%	58,5%	100,0%	40,0%	60,0%	100,0%
Husband/family prohibition	26,2%	73,8%	100,0%	15,6%	84,4%	100,0%
Bad quality of the available offer	29,2%	70,8%	100,0%	30,0%	70,0%	100,0%
Poor quality of the available offer	33,8%	66,2%	100,0%	35,0%	65,0%	100,0%
Lack of financial resources/ticket price/price of TV subscription	26,2%	73,8%	100,0%	27,5%	72,5%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	16,9%	83,1%	100,0%	26,9%	73,1%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	12,3%	87,7%	100,0%	15,6%	84,4%	100,0%
Cinema opening times/TV series schedule	16,9%	83,1%	100,0%	33,1%	66,9%	100,0%
Because of stereotypes linked to going to the cinema	18,5%	81,5%	100,0%	17,5%	82,5%	100,0%
Other obstacles	9,2%	90,8%	100,0%	16,9%	83,1%	100,0%

Country: Palestine - Rural population



#### Which medium do you use for watching movies/series at home?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	76,9%	23,1%	100,0%	76,3%	23,8%	100,0%
Internet	38,5%	61,5%	100,0%	80,0%	20,0%	100,0%
DVD, Bluray, USB, etc	13,8%	86,2%	100,0%	22,5%	77,5%	100,0%

Country: Palestine - Rural population

#### Do you use any subscriptions to watch movies/series?

	Level of education	
	Low	High
	Column N %	Column N %
Yes	18,5%	27,5%
No	81,5%	72,5%
Total	100,0%	100,0%

Country: Palestine - Rural population





Would you be interested in any of the following initiatives?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	27,7%	72,3%	100,0%	63,8%	36,3%	100,0%
Cineforum, cinema club: films followed by discussion	16,9%	83,1%	100,0%	43,8%	56,3%	100,0%
Movie screening with reduced ticket price	23,1%	76,9%	100,0%	49,4%	50,6%	100,0%
Movie screening in different time slots during the day	21,5%	78,5%	100,0%	51,9%	48,1%	100,0%
Transportation to reach cinema halls	12,3%	87,7%	100,0%	33,8%	66,3%	100,0%
Cinema festivals	20,0%	80,0%	100,0%	52,5%	47,5%	100,0%
Itinerant movie exhibitions	13,8%	86,2%	100,0%	45,0%	55,0%	100,0%
Seminars on the history of the movie open to public	12,3%	87,7%	100,0%	37,5%	62,5%	100,0%
Education to cinema and screening movies in the schools	12,3%	87,7%	100,0%	53,1%	46,9%	100,0%
Opening of video store	12,3%	87,7%	100,0%	40,0%	60,0%	100,0%
Opening of video library within local institutions	16,9%	83,1%	100,0%	45,0%	55,0%	100,0%
Regular screening of movies in private premises	27,7%	72,3%	100,0%	47,5%	52,5%	100,0%
Availability of free downloads or discount price downloads from the web	26,2%	73,8%	100,0%	53,8%	46,3%	100,0%
Greater offer of movies or TV series on television	29,2%	70,8%	100,0%	61,3%	38,8%	100,0%
Providing local community with a projector	15,4%	84,6%	100,0%	47,5%	52,5%	100,0%

Country: Palestine - Rural population



### Which kind of movies/series do you prefer?

	Level of education	
	Low	High
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	21,5%	40,6%
Engaged / committed to a cause movies/TV series	15,4%	7,5%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	23,1%	18,1%
No specific preferences	40,0%	33,8%
Total	100,0%	100,0%

Country: Palestine - Rural population

### Which genre of movies/series do you prefer?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	61,5%	38,5%	100,0%	81,3%	18,8%	100,0%
Action/adventure	41,5%	58,5%	100,0%	69,4%	30,6%	100,0%
Drama	53,8%	46,2%	100,0%	71,9%	28,1%	100,0%
Documentary	33,8%	66,2%	100,0%	59,4%	40,6%	100,0%
Romantic	36,9%	63,1%	100,0%	61,9%	38,1%	100,0%
Horror/thriller	23,1%	76,9%	100,0%	51,3%	48,8%	100,0%
Children/family	36,9%	63,1%	100,0%	45,6%	54,4%	100,0%
Religion	63,1%	36,9%	100,0%	61,3%	38,8%	100,0%
Indian movies	40,0%	60,0%	100,0%	51,3%	48,8%	100,0%

Country: Palestine - Rural population



### How much do you appreciate movies/series from the following countries?

	Low					High				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	43,1%	27,7%	13,8%	15,4%	100,0%	23,1%	36,3%	28,1%	12,5%	100,0%
Films/series of Maghreb	4,6%	13,8%	21,5%	60,0%	100,0%	10,6%	15,6%	28,8%	45,0%	100,0%
Turkish films/series	29,2%	33,8%	18,5%	18,5%	100,0%	43,1%	38,8%	10,0%	8,1%	100,0%
Middle eastern films/series	43,1%	20,0%	13,8%	23,1%	100,0%	33,1%	37,5%	18,1%	11,3%	100,0%
Sub-saharan Africa films/series	4,6%	4,6%	35,4%	55,4%	100,0%	6,3%	10,6%	32,5%	50,6%	100,0%
American (USA) films/series	9,2%	23,1%	38,5%	29,2%	100,0%	32,5%	25,0%	26,9%	15,6%	100,0%
Latin American films/series	1,5%	12,3%	43,1%	43,1%	100,0%	19,4%	18,8%	34,4%	27,5%	100,0%
European films/series	7,7%	13,8%	30,8%	47,7%	100,0%	20,6%	23,1%	30,6%	25,6%	100,0%
Indian films/series	26,2%	23,1%	27,7%	23,1%	100,0%	30,6%	29,4%	25,6%	14,4%	100,0%
Other Asian films/series	20,0%	9,2%	29,2%	41,5%	100,0%	20,0%	21,9%	23,8%	34,4%	100,0%

Country: Palestine - Rural population

### What does influence you most in choosing film/series?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	20,0%	80,0%	100,0%	38,8%	61,3%	100,0%
Newspaper articles, specialised magazines	13,8%	86,2%	100,0%	28,8%	71,3%	100,0%
Advertisement/trailers on radio or television	52,3%	47,7%	100,0%	65,0%	35,0%	100,0%
Advertisement/trailers on the Internet	35,4%	64,6%	100,0%	65,0%	35,0%	100,0%
Opinions or rumours in the social networks	36,9%	63,1%	100,0%	61,3%	38,8%	100,0%
Word of mouth	53,8%	46,2%	100,0%	64,4%	35,6%	100,0%
Presence of a specific actor or director	46,2%	53,8%	100,0%	61,3%	38,8%	100,0%
Reputation of the film director	12,3%	87,7%	100,0%	19,4%	80,6%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	70,8%	29,2%	100,0%	75,0%	25,0%	100,0%

Country: Palestine - Rural population



## RURAL, SENSITIVITY TO SOCIAL ISSUES BY EDUCATION DIVIDE

What is your attitude towards women producers/directors of films/series?

	Level of education	
	Low	High
	Column N %	Column N %
I don't like most movies / series made by women	6,2%	3,8%
I like most movies / series made by women	3,1%	6,9%
In relation to the movie director, I'm gender-blind: there are good and bad directors from both genders	63,1%	60,6%
In their battle for parity women must establish themselves also in the filmmaking sector	7,7%	16,3%
Women shouldn't do cinema, it's not their job	20,0%	12,5%
Total	100,0%	100,0%

Country: Palestine - Rural population



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Low				High			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	35,4%	30,8%	33,8%	100,0%	36,9%	38,8%	24,4%	100,0%
Youth problems	38,5%	35,4%	26,2%	100,0%	46,9%	36,3%	16,9%	100,0%
The problems of the elderly	47,7%	21,5%	30,8%	100,0%	35,6%	38,8%	25,6%	100,0%
The problems of people with disabilities	33,8%	24,6%	41,5%	100,0%	38,8%	32,5%	28,8%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	32,3%	21,5%	46,2%	100,0%	45,0%	31,3%	23,8%	100,0%
Violence against women	36,9%	16,9%	46,2%	100,0%	48,8%	29,4%	21,9%	100,0%
Sexual exploitation of women and children	30,8%	24,6%	44,6%	100,0%	41,9%	33,1%	25,0%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	26,2%	23,1%	50,8%	100,0%	30,6%	33,1%	36,3%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	20,0%	23,1%	56,9%	100,0%	33,1%	20,6%	46,3%	100,0%
International jihadist terrorism, youth joining terrorist groups	23,1%	16,9%	60,0%	100,0%	31,9%	24,4%	43,8%	100,0%

Country: Palestine - Rural population



### Ideal model of society as for relations between women and men

	Level of education	
	Low	High
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	7,7%	25,0%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	40,0%	52,5%
Women engage more in family care, children education; men in work, politics, power/exercise authority	52,3%	22,5%
Total	100,0%	100,0%

Country: Palestine - Rural population

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Low					High				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	53,8%	20,0%	12,3%	13,8%	100,0%	21,9%	35,0%	25,0%	18,1%	100,0%
Films/series of Maghreb	3,1%	9,2%	15,4%	72,3%	100,0%	11,3%	16,9%	15,0%	56,9%	100,0%
Turkish films/series	18,5%	40,0%	18,5%	23,1%	100,0%	30,6%	41,9%	11,9%	15,6%	100,0%
Middle eastern films/series	30,8%	27,7%	16,9%	24,6%	100,0%	19,4%	43,1%	20,0%	17,5%	100,0%
Sub-Saharan African films/series	1,5%	3,1%	23,1%	72,3%	100,0%	6,9%	7,5%	28,1%	57,5%	100,0%
American (USA) films/series	7,7%	9,2%	38,5%	44,6%	100,0%	25,6%	19,4%	22,5%	32,5%	100,0%
Latin American films/series	1,5%	3,1%	32,3%	63,1%	100,0%	17,5%	18,1%	22,5%	41,9%	100,0%
European films/series	6,2%	10,8%	24,6%	58,5%	100,0%	23,8%	16,3%	21,3%	38,8%	100,0%
Indian films/series	15,4%	24,6%	12,3%	47,7%	100,0%	13,1%	35,6%	23,8%	27,5%	100,0%
Other Asian films/series	16,9%	6,2%	10,8%	66,2%	100,0%	11,3%	16,3%	20,0%	52,5%	100,0%

Country: Palestine - Rural population



### Ideal model of society as for relations with minorities

	Level of education	
	Low	High
	Column N %	Column N %
Promotion of diversity	24,6%	25,6%
Conditioned openness to diversity	50,8%	62,5%
Rejection of diversity	24,6%	11,9%
Total	100,0%	100,0%

Country: Palestine - Rural population

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Low					High				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	44,6%	23,1%	15,4%	16,9%	100,0%	30,6%	35,0%	10,0%	24,4%	100,0%
Films/series of Maghreb	9,2%	4,6%	15,4%	70,8%	100,0%	8,1%	16,9%	14,4%	60,6%	100,0%
Turkish films/series	21,5%	33,8%	12,3%	32,3%	100,0%	31,3%	41,9%	10,0%	16,9%	100,0%
Middle eastern films/series	27,7%	32,3%	15,4%	24,6%	100,0%	17,5%	44,4%	15,6%	22,5%	100,0%
Sub-Saharan films/series	3,1%	9,2%	20,0%	67,7%	100,0%	5,6%	10,6%	20,0%	63,8%	100,0%
American (USA) films/series	10,8%	13,8%	26,2%	49,2%	100,0%	20,0%	25,0%	18,8%	36,3%	100,0%
Latin American films/series	7,7%	6,2%	23,1%	63,1%	100,0%	15,0%	21,9%	18,1%	45,0%	100,0%
European films/series	10,8%	13,8%	21,5%	53,8%	100,0%	15,0%	26,3%	18,1%	40,6%	100,0%
Indian films/series	15,4%	26,2%	13,8%	44,6%	100,0%	16,3%	30,0%	21,3%	32,5%	100,0%
Other Asian films/series	16,9%	6,2%	13,8%	63,1%	100,0%	13,8%	19,4%	15,6%	51,3%	100,0%

Country: Palestine - Rural population



## ANNEX 8: TABLES TUNISIA

### MEDIA FRUITION HABITS BY URBAN-RURAL DIVIDE

#### How much time do you watch TV?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	,6%	1,2%
1-2 times per month	2,6%	5,3%
1-2 times per week	12,2%	6,1%
1-2 hours per day	45,5%	34,0%
3-4 hours per day	26,3%	23,4%
more than 4 hours per day	12,8%	29,9%
Total	100,0%	100,0%

Country: Tunisia

#### How much time do you use the Internet?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	11,5%	60,7%
1-2 times per month	1,9%	6,1%
1-2 times per week	6,4%	5,7%
1-2 hours per day	19,9%	9,0%
3-4 hours per day	14,7%	4,5%
more than 4 hours per day	45,5%	13,9%
Total	100,0%	100,0%

Country: Tunisia





### How much time do you use smartphone/tablet?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	16,0%	67,6%
1-2 times per month	1,9%	3,3%
1-2 times per week	,6%	3,7%
1-2 hours per day	17,3%	6,1%
3-4 hours per day	16,0%	5,7%
more than 4 hours per day	48,1%	13,5%
Total	100,0%	100,0%

Country: Tunisia

### Do you use the following social networks?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	88,5%	11,5%	100,0%	35,2%	64,8%	100,0%
Twitter	19,9%	80,1%	100,0%	2,5%	97,5%	100,0%
Instagram	50,0%	50,0%	100,0%	12,3%	87,7%	100,0%
Youtube	79,5%	20,5%	100,0%	26,6%	73,4%	100,0%
WhatsApp	35,9%	64,1%	100,0%	7,0%	93,0%	100,0%

Country: Tunisia



## FILM/TV SERIALS CONSUMPTION HABITS BY URBAN-RURAL DIVIDE

How often do you go to cinema halls?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	69,9%	90,6%
1-2 times per year	25,0%	9,4%
1-2 times per month	4,5%	,0%
1-2 times per week	,6%	,0%
Total	100,0%	100,0%

Country: Tunisia

How often do you go to film festivals?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	72,4%	90,2%
1-2 times per year	25,0%	9,8%
1-2 times per month	1,9%	,0%
1-2 times per week	,6%	,0%
Total	100,0%	100,0%

Country: Tunisia



### How often do you watch movies/series at home?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Never	3,8%	2,9%
1-2 times per month	5,1%	7,8%
1-2 times per week	30,1%	15,2%
Every day	60,9%	74,2%
Total	100,0%	100,0%

Country: Tunisia

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	55,1%	44,9%	100,0%	51,6%	48,4%	100,0%
Not enough time, because of household chores, care of child, etc	44,9%	55,1%	100,0%	48,8%	51,2%	100,0%
Husband/family prohibition	4,5%	95,5%	100,0%	7,4%	92,6%	100,0%
Bad quality of the available offer	63,5%	36,5%	100,0%	29,1%	70,9%	100,0%
Poor quality of the available offer	65,4%	34,6%	100,0%	30,3%	69,7%	100,0%
Lack of financial resources/ticket price/price of TV subscription	34,6%	65,4%	100,0%	69,7%	30,3%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	59,6%	40,4%	100,0%	81,1%	18,9%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	4,5%	95,5%	100,0%	13,9%	86,1%	100,0%
Cinema opening times/TV series schedule	10,9%	89,1%	100,0%	7,8%	92,2%	100,0%
Because of stereotypes linked to going to the cinema	26,9%	73,1%	100,0%	21,7%	78,3%	100,0%
Other obstacles	6,4%	93,6%	100,0%	1,2%	98,8%	100,0%

Country: Tunisia



**Which medium do you use for watching movies/series at home?**

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	96,8%	3,2%	100,0%	98,8%	1,2%	100,0%
Internet	71,8%	28,2%	100,0%	18,4%	81,6%	100,0%
DVD, Bluray, USB, etc	42,9%	57,1%	100,0%	2,9%	97,1%	100,0%

Country: Tunisia

**Do you use any subscriptions to watch movies/series?**

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Yes	21,8%	5,7%
No	78,2%	94,3%
Total	100,0%	100,0%

Country: Tunisia



Would you be interested in any of the following initiatives?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	94,2%	5,8%	100,0%	96,3%	3,7%	100,0%
Cineforum, cinema club: films followed by discussion	90,4%	9,6%	100,0%	86,1%	13,9%	100,0%
Movie screening with reduced ticket price	92,3%	7,7%	100,0%	94,7%	5,3%	100,0%
Movie screening in different time slots during the day	89,7%	10,3%	100,0%	90,2%	9,8%	100,0%
Transportation to reach cinema halls	85,3%	14,7%	100,0%	90,6%	9,4%	100,0%
Cinema festivals	94,9%	5,1%	100,0%	94,3%	5,7%	100,0%
Itinerant movie exhibitions	94,9%	5,1%	100,0%	96,7%	3,3%	100,0%
Seminars on the history of the movie open to public	90,4%	9,6%	100,0%	86,9%	13,1%	100,0%
Education to cinema and screening movies in the schools	94,9%	5,1%	100,0%	91,0%	9,0%	100,0%
Opening of video store	69,2%	30,8%	100,0%	62,3%	37,7%	100,0%
Opening of video library within local institutions	80,1%	19,9%	100,0%	75,0%	25,0%	100,0%
Regular screening of movies in private premises	90,4%	9,6%	100,0%	75,4%	24,6%	100,0%
Availability of free downloads or discount price downloads from the web	67,9%	32,1%	100,0%	49,2%	50,8%	100,0%
Greater offer of movies or TV series on television	81,4%	18,6%	100,0%	83,2%	16,8%	100,0%
Providing local community with a projector	91,0%	9,0%	100,0%	89,8%	10,2%	100,0%

Country: Tunisia



### Which kind of movies/series do you prefer?

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	35,9%	43,4%
Engaged / committed to a cause movies/TV series	7,7%	5,7%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	39,1%	29,5%
No specific preferences	17,3%	21,3%
Total	100,0%	100,0%

Country: Tunisia

### Which genre of movies/series do you prefer?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	86,5%	13,5%	100,0%	86,5%	13,5%	100,0%
Action/adventure	64,1%	35,9%	100,0%	40,2%	59,8%	100,0%
Drama	62,8%	37,2%	100,0%	56,1%	43,9%	100,0%
Documentary	74,4%	25,6%	100,0%	56,6%	43,4%	100,0%
Romantic	71,8%	28,2%	100,0%	59,0%	41,0%	100,0%
Horror/thriller	36,5%	63,5%	100,0%	22,1%	77,9%	100,0%
Children/family	65,4%	34,6%	100,0%	55,3%	44,7%	100,0%
Religion	35,9%	64,1%	100,0%	51,6%	48,4%	100,0%
Indian movies	20,5%	79,5%	100,0%	29,9%	70,1%	100,0%

Country: Tunisia



### How much do you appreciate movies/series from the following countries?

	Urban					Rural				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	43,6%	46,2%	9,0%	1,3%	100,0%	65,6%	29,1%	4,9%	,4%	100,0%
Films/series of Maghreb	1,9%	8,3%	16,0%	73,7%	100,0%	,4%	7,8%	13,5%	78,3%	100,0%
Turkish films/series	39,7%	37,2%	21,2%	1,9%	100,0%	63,9%	18,9%	13,9%	3,3%	100,0%
Middle eastern films/series	26,9%	47,4%	24,4%	1,3%	100,0%	29,9%	46,3%	17,2%	6,6%	100,0%
Sub-saharan Africa films/series	,6%	3,2%	3,2%	92,9%	100,0%	,4%	1,6%	1,2%	96,7%	100,0%
American (USA) films/series	54,5%	27,6%	12,2%	5,8%	100,0%	20,9%	13,9%	15,2%	50,0%	100,0%
Latin American films/series	13,5%	34,6%	39,1%	12,8%	100,0%	7,4%	18,9%	22,1%	51,6%	100,0%
European films/series	39,1%	35,9%	17,3%	7,7%	100,0%	11,5%	16,4%	17,2%	54,9%	100,0%
Indian films/series	12,2%	13,5%	62,8%	11,5%	100,0%	18,9%	13,5%	27,9%	39,8%	100,0%
Other Asian films/series	14,7%	14,7%	23,1%	47,4%	100,0%	8,6%	7,4%	9,0%	75,0%	100,0%

Country: Tunisia

### What does influence you most in choosing film/series?

	Urban			Rural		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	36,5%	63,5%	100,0%	10,2%	89,8%	100,0%
Newspaper articles, specialised magazines	34,0%	66,0%	100,0%	13,1%	86,9%	100,0%
Advertisement/trailers on radio or television	67,9%	32,1%	100,0%	75,4%	24,6%	100,0%
Advertisement/trailers on the Internet	66,0%	34,0%	100,0%	20,5%	79,5%	100,0%
Opinions or rumours in the social networks	69,2%	30,8%	100,0%	23,8%	76,2%	100,0%
Word of mouth	85,9%	14,1%	100,0%	66,4%	33,6%	100,0%
Presence of a specific actor or director	75,0%	25,0%	100,0%	50,4%	49,6%	100,0%
Reputation of the film director	48,1%	51,9%	100,0%	18,4%	81,6%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	79,5%	20,5%	100,0%	82,0%	18,0%	100,0%

Country: Tunisia



## SENSITIVITY TO SOCIAL ISSUES BY URBAN-RURAL DIVIDE

What is your attitude towards women producers/directors of films/series?

	Urban/rural	
	Urban Column N %	Rural Column N %
Il faut que les femmes, dans leur bataille pour la parité, s'affirment aussi dans le secteur de la réalisation filmique	35,9%	43,0%
J'aime les films/séries réalisés par les femmes	7,1%	9,4%
Je n'aime pas les films/séries réalisés par les femmes	,6%	3,7%
Je suis tout à fait indifférent au sexe du réalisateur : il y a de bons et des mauvais réalisateurs d'un côté et de l'autre	54,5%	42,6%
Les femmes ne devraient pas faire du cinéma, ce n'est pas leur métier	1,9%	1,2%
Total	100,0%	100,0%

Country: Tunisia





Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Urban				Rural			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	51,3%	33,3%	15,4%	100,0%	68,9%	26,6%	4,5%	100,0%
Youth problems	67,3%	26,3%	6,4%	100,0%	75,8%	20,1%	4,1%	100,0%
The problems of the elderly	37,8%	42,3%	19,9%	100,0%	45,1%	38,5%	16,4%	100,0%
The problems of people with disabilities	40,4%	46,2%	13,5%	100,0%	39,3%	48,0%	12,7%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	62,2%	24,4%	13,5%	100,0%	54,9%	32,0%	13,1%	100,0%
Violence against women	75,6%	13,5%	10,9%	100,0%	70,9%	23,4%	5,7%	100,0%
Sexual exploitation of women and children	80,1%	10,9%	9,0%	100,0%	80,7%	16,8%	2,5%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	17,3%	42,3%	40,4%	100,0%	12,7%	43,4%	43,9%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	21,8%	42,3%	35,9%	100,0%	12,3%	35,2%	52,5%	100,0%
International jihadist terrorism, youth joining terrorist groups	46,2%	30,8%	23,1%	100,0%	45,5%	26,2%	28,3%	100,0%

Country: Tunisia



### Ideal model of society as for relations between women and men

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	71,2%	59,8%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	18,6%	22,5%
Women engage more in family care, children education; men in work, politics, power/exercise authority	10,3%	17,6%
Total	100,0%	100,0%

Country: Tunisia

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Urban					Rural				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	21,2%	51,3%	24,4%	3,2%	100,0%	25,8%	61,1%	10,7%	2,5%	100,0%
Films/series of Maghreb	2,6%	7,1%	4,5%	85,9%	100,0%	1,6%	10,2%	2,0%	86,1%	100,0%
Turkish films/series	14,7%	45,5%	30,1%	9,6%	100,0%	32,8%	43,0%	9,4%	14,8%	100,0%
Middle eastern films/series	8,3%	35,3%	48,7%	7,7%	100,0%	9,8%	43,4%	25,4%	21,3%	100,0%
Sub-Saharan African films/series	,0%	1,9%	3,8%	94,2%	100,0%	,4%	1,2%	,8%	97,5%	100,0%
American (USA) films/series	44,9%	30,1%	12,2%	12,8%	100,0%	20,9%	9,4%	7,0%	62,7%	100,0%
Latin American films/series	10,9%	19,9%	28,8%	40,4%	100,0%	5,3%	17,2%	4,9%	72,5%	100,0%
European films/series	46,8%	26,9%	10,3%	16,0%	100,0%	18,0%	6,6%	4,5%	70,9%	100,0%
Indian films/series	2,6%	12,8%	47,4%	37,2%	100,0%	5,3%	16,4%	17,2%	61,1%	100,0%
Other Asian films/series	7,7%	14,7%	3,8%	73,7%	100,0%	2,9%	7,4%	2,5%	87,3%	100,0%

Country: Tunisia



### Ideal model of society as for relations with minorities

	Urban/rural	
	Urban	Rural
	Column N %	Column N %
Promotion of diversity	59,6%	64,3%
Conditioned openness to diversity	39,1%	34,8%
Rejection of diversity	1,3%	,8%
Total	100,0%	100,0%

Country: Tunisia

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Urban					Rural				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	16,7%	28,8%	48,1%	6,4%	100,0%	21,3%	36,5%	24,6%	17,6%	100,0%
Films/series of Maghreb	1,3%	8,3%	5,8%	84,6%	100,0%	2,5%	9,8%	1,6%	86,1%	100,0%
Turkish films/series	14,1%	20,5%	48,7%	16,7%	100,0%	23,0%	22,5%	23,8%	30,7%	100,0%
Middle eastern films/series	10,9%	53,8%	27,6%	7,7%	100,0%	11,5%	41,8%	12,7%	34,0%	100,0%
Sub-Saharan films/series	,6%	,6%	3,8%	94,9%	100,0%	,0%	,8%	1,2%	98,0%	100,0%
American (USA) films/series	35,3%	47,4%	4,5%	12,8%	100,0%	17,2%	15,2%	2,9%	64,8%	100,0%
Latin American films/series	12,2%	21,2%	21,8%	44,9%	100,0%	5,7%	10,7%	4,9%	78,7%	100,0%
European films/series	34,6%	46,2%	2,6%	16,7%	100,0%	14,3%	9,8%	2,9%	73,0%	100,0%
Indian films/series	2,6%	19,9%	26,9%	50,6%	100,0%	4,9%	21,7%	5,7%	67,6%	100,0%
Other Asian films/series	4,5%	11,5%	6,4%	77,6%	100,0%	1,2%	6,1%	1,6%	91,0%	100,0%

Country: Tunisia



## RURAL, MEDIA FRUITION HABITS BY GENDER DIVIDE

### How much time do you watch TV?

	Sex	
	Male	Female
	Column N %	Column N %
Never	,8%	1,6%
1-2 times per month	7,4%	3,3%
1-2 times per week	8,3%	4,1%
1-2 hours per day	38,8%	29,3%
3-4 hours per day	23,1%	23,6%
more than 4 hours per day	21,5%	38,2%
Total	100,0%	100,0%

Country: Tunisia - Rural population

### How much time do you use the Internet?

	Sex	
	Male	Female
	Column N %	Column N %
Never	49,6%	71,5%
1-2 times per month	7,4%	4,9%
1-2 times per week	6,6%	4,9%
1-2 hours per day	14,9%	3,3%
3-4 hours per day	5,0%	4,1%
more than 4 hours per day	16,5%	11,4%
Total	100,0%	100,0%

Country: Tunisia - Rural population



### How much time do you use smartphone/tablet?

	Sex	
	Male	Female
	Column N %	Column N %
Never	58,7%	76,4%
1-2 times per month	3,3%	3,3%
1-2 times per week	3,3%	4,1%
1-2 hours per day	11,6%	,8%
3-4 hours per day	7,4%	4,1%
more than 4 hours per day	15,7%	11,4%
Total	100,0%	100,0%

Country: Tunisia - Rural population

### Do you use the following social networks?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	47,1%	52,9%	100,0%	23,6%	76,4%	100,0%
Twitter	3,3%	96,7%	100,0%	1,6%	98,4%	100,0%
Instagram	13,2%	86,8%	100,0%	11,4%	88,6%	100,0%
Youtube	33,1%	66,9%	100,0%	20,3%	79,7%	100,0%
WhatsApp	7,4%	92,6%	100,0%	6,5%	93,5%	100,0%

Country: Tunisia - Rural population



## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY GENDER DIVIDE

How often do you go to cinema halls?

	Sex	
	Male	Female
	Column N %	Column N %
Never	86,8%	94,3%
1-2 times per year	13,2%	5,7%
1-2 times per month	,0%	,0%
1-2 times per week	,0%	,0%
Total	100,0%	100,0%

Country: Tunisia - Rural population

How often do you go to film festivals?

	Sex	
	Male	Female
	Column N %	Column N %
Never	87,6%	92,7%
1-2 times per year	12,4%	7,3%
1-2 times per month	,0%	,0%
1-2 times per week	,0%	,0%
Total	100,0%	100,0%

Country: Tunisia - Rural population



### How often do you watch movies/series at home?

	Sex	
	Male	Female
	Column N %	Column N %
Never	5,0%	,8%
1-2 times per month	11,6%	4,1%
1-2 times per week	19,0%	11,4%
Every day	64,5%	83,7%
Total	100,0%	100,0%

Country: Tunisia - Rural population

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	57,0%	43,0%	100,0%	46,3%	53,7%	100,0%
Not enough time, because of household chores, care of child, etc	36,4%	63,6%	100,0%	61,0%	39,0%	100,0%
Husband/family prohibition	5,8%	94,2%	100,0%	8,9%	91,1%	100,0%
Bad quality of the available offer	36,4%	63,6%	100,0%	22,0%	78,0%	100,0%
Poor quality of the available offer	39,7%	60,3%	100,0%	21,1%	78,9%	100,0%
Lack of financial resources/ticket price/price of TV subscription	66,1%	33,9%	100,0%	73,2%	26,8%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	78,5%	21,5%	100,0%	83,7%	16,3%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	7,4%	92,6%	100,0%	20,3%	79,7%	100,0%
Cinema opening times/TV series schedule	5,8%	94,2%	100,0%	9,8%	90,2%	100,0%
Because of stereotypes linked to going to the cinema	15,7%	84,3%	100,0%	27,6%	72,4%	100,0%
Other obstacles	1,7%	98,3%	100,0%	,8%	99,2%	100,0%

Country: Tunisia - Rural population



**Which medium do you use for watching movies/series at home?**

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	97,5%	2,5%	100,0%	100,0%	,0%	100,0%
Internet	20,7%	79,3%	100,0%	16,3%	83,7%	100,0%
DVD, Bluray, USB, etc	4,1%	95,9%	100,0%	1,6%	98,4%	100,0%

Country: Tunisia - Rural population

**Do you use any subscriptions to watch movies/series?**

	Sex	
	Male	Female
	Column N %	Column N %
Yes	5,8%	5,7%
No	94,2%	94,3%
Total	100,0%	100,0%

Country: Tunisia - Rural population





Would you be interested in any of the following initiatives?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	95,0%	5,0%	100,0%	97,6%	2,4%	100,0%
Cineforum, cinema club: films followed by discussion	82,6%	17,4%	100,0%	89,4%	10,6%	100,0%
Movie screening with reduced ticket price	93,4%	6,6%	100,0%	95,9%	4,1%	100,0%
Movie screening in different time slots during the day	86,0%	14,0%	100,0%	94,3%	5,7%	100,0%
Transportation to reach cinema halls	89,3%	10,7%	100,0%	91,9%	8,1%	100,0%
Cinema festivals	91,7%	8,3%	100,0%	96,7%	3,3%	100,0%
Itinerant movie exhibitions	95,9%	4,1%	100,0%	97,6%	2,4%	100,0%
Seminars on the history of the movie open to public	84,3%	15,7%	100,0%	89,4%	10,6%	100,0%
Education to cinema and screening movies in the schools	93,4%	6,6%	100,0%	88,6%	11,4%	100,0%
Opening of video store	63,6%	36,4%	100,0%	61,0%	39,0%	100,0%
Opening of video library within local institutions	76,0%	24,0%	100,0%	74,0%	26,0%	100,0%
Regular screening of movies in private premises	84,3%	15,7%	100,0%	66,7%	33,3%	100,0%
Availability of free downloads or discount price downloads from the web	50,4%	49,6%	100,0%	48,0%	52,0%	100,0%
Greater offer of movies or TV series on television	81,0%	19,0%	100,0%	85,4%	14,6%	100,0%
Providing local community with a projector	85,1%	14,9%	100,0%	94,3%	5,7%	100,0%

Country: Tunisia - Rural population



### Which kind of movies/series do you prefer?

	Sex	
	Male	Female
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	43,0%	43,9%
Engaged / committed to a cause movies/TV series	7,4%	4,1%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	28,1%	30,9%
No specific preferences	21,5%	21,1%
Total	100,0%	100,0%

Country: Tunisia - Rural population

### Which genre of movies/series do you prefer?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	91,7%	8,3%	100,0%	81,3%	18,7%	100,0%
Action/adventure	55,4%	44,6%	100,0%	25,2%	74,8%	100,0%
Drama	45,5%	54,5%	100,0%	66,7%	33,3%	100,0%
Documentary	59,5%	40,5%	100,0%	53,7%	46,3%	100,0%
Romantic	41,3%	58,7%	100,0%	76,4%	23,6%	100,0%
Horror/thriller	28,1%	71,9%	100,0%	16,3%	83,7%	100,0%
Children/family	47,9%	52,1%	100,0%	62,6%	37,4%	100,0%
Religion	48,8%	51,2%	100,0%	54,5%	45,5%	100,0%
Indian movies	18,2%	81,8%	100,0%	41,5%	58,5%	100,0%

Country: Tunisia - Rural population



### How much do you appreciate movies/series from the following countries?

	Male					Female				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	63,6%	30,6%	5,0%	,8%	100,0%	67,5%	27,6%	4,9%	,0%	100,0%
Films/series of Maghreb	,8%	5,8%	14,0%	79,3%	100,0%	,0%	9,8%	13,0%	77,2%	100,0%
Turkish films/series	47,1%	24,8%	23,1%	5,0%	100,0%	80,5%	13,0%	4,9%	1,6%	100,0%
Middle eastern films/series	28,1%	43,0%	23,1%	5,8%	100,0%	31,7%	49,6%	11,4%	7,3%	100,0%
Sub-saharan Africa films/series	,8%	2,5%	2,5%	94,2%	100,0%	,0%	,8%	,0%	99,2%	100,0%
American (USA) films/series	31,4%	15,7%	12,4%	40,5%	100,0%	10,6%	12,2%	17,9%	59,3%	100,0%
Latin American films/series	5,8%	22,3%	22,3%	49,6%	100,0%	8,9%	15,4%	22,0%	53,7%	100,0%
European films/series	15,7%	22,3%	13,2%	48,8%	100,0%	7,3%	10,6%	21,1%	61,0%	100,0%
Indian films/series	12,4%	10,7%	33,9%	43,0%	100,0%	25,2%	16,3%	22,0%	36,6%	100,0%
Other Asian films/series	,8%	7,4%	6,6%	85,1%	100,0%	16,3%	7,3%	11,4%	65,0%	100,0%

Country: Tunisia - Rural population

### What does influence you most in choosing film/series?

	Male			Female		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	12,4%	87,6%	100,0%	8,1%	91,9%	100,0%
Newspaper articles, specialised magazines	15,7%	84,3%	100,0%	10,6%	89,4%	100,0%
Advertisement/trailers on radio or television	69,4%	30,6%	100,0%	81,3%	18,7%	100,0%
Advertisement/trailers on the Internet	24,8%	75,2%	100,0%	16,3%	83,7%	100,0%
Opinions or rumours in the social networks	30,6%	69,4%	100,0%	17,1%	82,9%	100,0%
Word of mouth	65,3%	34,7%	100,0%	67,5%	32,5%	100,0%
Presence of a specific actor or director	46,3%	53,7%	100,0%	54,5%	45,5%	100,0%
Reputation of the film director	18,2%	81,8%	100,0%	18,7%	81,3%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	76,9%	23,1%	100,0%	87,0%	13,0%	100,0%

Country: Tunisia - Rural population



## RURAL, SENSITIVITY TO SOCIAL ISSUES BY GENDER DIVIDE

What is your attitude towards women producers/directors of films/series?

	Sex	
	Male Column N %	Female Column N %
Il faut que les femmes, dans leur bataille pour la parité, s'affirment aussi dans le secteur de la réalisation filmique	32,2%	53,7%
J'aime les films/séries réalisés par les femmes	5,8%	13,0%
Je n'aime pas les films/séries réalisés par les femmes	6,6%	,8%
Je suis tout à fait indifférent au sexe du réalisateur : il y a de bons et des mauvais réalisateurs d'un côté et de l'autre	52,9%	32,5%
Les femmes ne devraient pas faire du cinéma, ce n'est pas leur métier	2,5%	,0%
Total	100,0%	100,0%

Country: Tunisia - Rural population



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Male				Female			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	65,3%	29,8%	5,0%	100,0%	72,4%	23,6%	4,1%	100,0%
Youth problems	77,7%	18,2%	4,1%	100,0%	74,0%	22,0%	4,1%	100,0%
The problems of the elderly	39,7%	39,7%	20,7%	100,0%	50,4%	37,4%	12,2%	100,0%
The problems of people with disabilities	33,1%	50,4%	16,5%	100,0%	45,5%	45,5%	8,9%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	29,8%	45,5%	24,8%	100,0%	79,7%	18,7%	1,6%	100,0%
Violence against women	52,1%	36,4%	11,6%	100,0%	89,4%	10,6%	,0%	100,0%
Sexual exploitation of women and children	69,4%	25,6%	5,0%	100,0%	91,9%	8,1%	,0%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	13,2%	44,6%	42,1%	100,0%	12,2%	42,3%	45,5%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	16,5%	37,2%	46,3%	100,0%	8,1%	33,3%	58,5%	100,0%
International jihadist terrorism, youth joining terrorist groups	48,8%	26,4%	24,8%	100,0%	42,3%	26,0%	31,7%	100,0%

Country: Tunisia - Rural population



### Ideal model of society as for relations between women and men

	Sex	
	Male	Female
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	48,8%	70,7%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	24,0%	21,1%
Women engage more in family care, children education; men in work, politics, power/exercise authority	27,3%	8,1%
Total	100,0%	100,0%

Country: Tunisia - Rural population

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Male					Female				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	25,6%	54,5%	14,9%	5,0%	100,0%	26,0%	67,5%	6,5%	,0%	100,0%
Films/series of Maghreb	1,7%	9,1%	4,1%	85,1%	100,0%	1,6%	11,4%	,0%	87,0%	100,0%
Turkish films/series	22,3%	43,8%	14,0%	19,8%	100,0%	43,1%	42,3%	4,9%	9,8%	100,0%
Middle eastern films/series	11,6%	41,3%	25,6%	21,5%	100,0%	8,1%	45,5%	25,2%	21,1%	100,0%
Sub-Saharan African films/series	,0%	2,5%	1,7%	95,9%	100,0%	,8%	,0%	,0%	99,2%	100,0%
American (USA) films/series	24,8%	14,0%	11,6%	49,6%	100,0%	17,1%	4,9%	2,4%	75,6%	100,0%
Latin American films/series	4,1%	17,4%	7,4%	71,1%	100,0%	6,5%	17,1%	2,4%	74,0%	100,0%
European films/series	21,5%	9,9%	6,6%	62,0%	100,0%	14,6%	3,3%	2,4%	79,7%	100,0%
Indian films/series	5,8%	15,7%	14,0%	64,5%	100,0%	4,9%	17,1%	20,3%	57,7%	100,0%
Other Asian films/series	,8%	4,1%	4,1%	90,9%	100,0%	4,9%	10,6%	,8%	83,7%	100,0%

Country: Tunisia - Rural population



#### Ideal model of society as for relations with minorities

	Sex	
	Male	Female
	Column N %	Column N %
Promotion of diversity	57,0%	71,5%
Conditioned openness to diversity	41,3%	28,5%
Rejection of diversity	1,7%	,0%
Total	100,0%	100,0%

Country: Tunisia - Rural population

#### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Male					Female				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	23,1%	28,1%	29,8%	19,0%	100,0%	19,5%	44,7%	19,5%	16,3%	100,0%
Films/series of Maghreb	2,5%	8,3%	3,3%	86,0%	100,0%	2,4%	11,4%	,0%	86,2%	100,0%
Turkish films/series	20,7%	19,0%	24,8%	35,5%	100,0%	25,2%	26,0%	22,8%	26,0%	100,0%
Middle eastern films/series	12,4%	38,0%	16,5%	33,1%	100,0%	10,6%	45,5%	8,9%	35,0%	100,0%
Sub-Saharan films/series	,0%	1,7%	2,5%	95,9%	100,0%	,0%	,0%	,0%	100,0%	100,0%
American (USA) films/series	20,7%	23,1%	3,3%	52,9%	100,0%	13,8%	7,3%	2,4%	76,4%	100,0%
Latin American films/series	5,8%	11,6%	6,6%	76,0%	100,0%	5,7%	9,8%	3,3%	81,3%	100,0%
European films/series	14,9%	16,5%	3,3%	65,3%	100,0%	13,8%	3,3%	2,4%	80,5%	100,0%
Indian films/series	4,1%	19,0%	7,4%	69,4%	100,0%	5,7%	24,4%	4,1%	65,9%	100,0%
Other Asian films/series	,0%	4,1%	,8%	95,0%	100,0%	2,4%	8,1%	2,4%	87,0%	100,0%

Country: Tunisia - Rural population



## RURAL, MEDIA FRUITION HABITS BY AGE DIVIDE

### How much time do you watch TV?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	,0%	1,6%	3,2%
1-2 times per month	2,5%	11,1%	4,8%
1-2 times per week	9,2%	1,6%	4,8%
1-2 hours per day	37,8%	33,3%	27,4%
3-4 hours per day	20,2%	22,2%	30,6%
more than 4 hours per day	30,3%	30,2%	29,0%
Total	100,0%	100,0%	100,0%

Country: Tunisia - Rural population

### How much time do you use the Internet?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	40,3%	69,8%	90,3%
1-2 times per month	10,9%	3,2%	,0%
1-2 times per week	7,6%	7,9%	,0%
1-2 hours per day	10,9%	9,5%	4,8%
3-4 hours per day	8,4%	1,6%	,0%
more than 4 hours per day	21,8%	7,9%	4,8%
Total	100,0%	100,0%	100,0%

Country: Tunisia - Rural population





### How much time do you use smartphone/tablet?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	48,7%	77,8%	93,5%
1-2 times per month	5,9%	1,6%	,0%
1-2 times per week	5,0%	4,8%	,0%
1-2 hours per day	7,6%	6,3%	3,2%
3-4 hours per day	9,2%	3,2%	1,6%
more than 4 hours per day	23,5%	6,3%	1,6%
Total	100,0%	100,0%	100,0%

Country: Tunisia - Rural population

### Do you use the following social networks?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	54,6%	45,4%	100,0%	27,0%	73,0%	100,0%	6,5%	93,5%	100,0%
Twitter	4,2%	95,8%	100,0%	1,6%	98,4%	100,0%	,0%	100,0%	100,0%
Instagram	21,0%	79,0%	100,0%	7,9%	92,1%	100,0%	,0%	100,0%	100,0%
Youtube	42,0%	58,0%	100,0%	17,5%	82,5%	100,0%	6,5%	93,5%	100,0%
WhatsApp	11,8%	88,2%	100,0%	4,8%	95,2%	100,0%	,0%	100,0%	100,0%

Country: Tunisia - Rural population



## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY AGE DIVIDE

How often do you go to cinema halls?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	85,7%	90,5%	100,0%
1-2 times per year	14,3%	9,5%	,0%
1-2 times per month	,0%	,0%	,0%
1-2 times per week	,0%	,0%	,0%
Total	100,0%	100,0%	100,0%

Country: Tunisia - Rural population

How often do you go to film festivals?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Never	88,2%	88,9%	95,2%
1-2 times per year	11,8%	11,1%	4,8%
1-2 times per month	,0%	,0%	,0%
1-2 times per week	,0%	,0%	,0%
Total	100,0%	100,0%	100,0%

Country: Tunisia - Rural population



### How often do you watch movies/series at home?

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Never	3,4%	1,6%	3,2%
1-2 times per month	5,0%	11,1%	9,7%
1-2 times per week	16,8%	19,0%	8,1%
Every day	74,8%	68,3%	79,0%
Total	100,0%	100,0%	100,0%

Country: Tunisia - Rural population



Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	43,7%	56,3%	100,0%	63,5%	36,5%	100,0%	54,8%	45,2%	100,0%
Not enough time, because of household chores, care of child, etc	35,3%	64,7%	100,0%	61,9%	38,1%	100,0%	61,3%	38,7%	100,0%
Husband/family prohibition	5,9%	94,1%	100,0%	7,9%	92,1%	100,0%	9,7%	90,3%	100,0%
Bad quality of the available offer	37,0%	63,0%	100,0%	20,6%	79,4%	100,0%	22,6%	77,4%	100,0%
Poor quality of the available offer	37,8%	62,2%	100,0%	20,6%	79,4%	100,0%	25,8%	74,2%	100,0%
Lack of financial resources/ticket price/price of TV subscription	73,9%	26,1%	100,0%	61,9%	38,1%	100,0%	69,4%	30,6%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	83,2%	16,8%	100,0%	74,6%	25,4%	100,0%	83,9%	16,1%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	14,3%	85,7%	100,0%	9,5%	90,5%	100,0%	17,7%	82,3%	100,0%
Cinema opening times/TV series schedule	11,8%	88,2%	100,0%	3,2%	96,8%	100,0%	4,8%	95,2%	100,0%
Because of stereotypes linked to going to the cinema	28,6%	71,4%	100,0%	9,5%	90,5%	100,0%	21,0%	79,0%	100,0%
Other obstacles	,8%	99,2%	100,0%	,0%	100,0%	100,0%	3,2%	96,8%	100,0%

Country: Tunisia - Rural population



### Which medium do you use for watching movies/series at home?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	98,3%	1,7%	100,0%	100,0%	,0%	100,0%	98,4%	1,6%	100,0%
Internet	31,1%	68,9%	100,0%	11,1%	88,9%	100,0%	1,6%	98,4%	100,0%
DVD, Bluray, USB, etc	5,0%	95,0%	100,0%	1,6%	98,4%	100,0%	,0%	100,0%	100,0%

Country: Tunisia - Rural population

### Do you use any subscriptions to watch movies/series?

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Yes	9,2%	3,2%	1,6%
No	90,8%	96,8%	98,4%
Total	100,0%	100,0%	100,0%

Country: Tunisia - Rural population



**Would you be interested in any of the following initiatives?**

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	99,2%	,8%	100,0%	93,7%	6,3%	100,0%	93,5%	6,5%	100,0%
Cineforum, cinema club: films followed by discussion	86,6%	13,4%	100,0%	90,5%	9,5%	100,0%	80,6%	19,4%	100,0%
Movie screening with reduced ticket price	97,5%	2,5%	100,0%	92,1%	7,9%	100,0%	91,9%	8,1%	100,0%
Movie screening in different time slots during the day	96,6%	3,4%	100,0%	87,3%	12,7%	100,0%	80,6%	19,4%	100,0%
Transportation to reach cinema halls	93,3%	6,7%	100,0%	93,7%	6,3%	100,0%	82,3%	17,7%	100,0%
Cinema festivals	96,6%	3,4%	100,0%	92,1%	7,9%	100,0%	91,9%	8,1%	100,0%
Itinerant movie exhibitions	100,0%	,0%	100,0%	93,7%	6,3%	100,0%	93,5%	6,5%	100,0%
Seminars on the history of the movie open to public	92,4%	7,6%	100,0%	87,3%	12,7%	100,0%	75,8%	24,2%	100,0%
Education to cinema and screening movies in the schools	95,8%	4,2%	100,0%	88,9%	11,1%	100,0%	83,9%	16,1%	100,0%
Opening of video store	70,6%	29,4%	100,0%	58,7%	41,3%	100,0%	50,0%	50,0%	100,0%
Opening of video library within local institutions	81,5%	18,5%	100,0%	73,0%	27,0%	100,0%	64,5%	35,5%	100,0%
Regular screening of movies in private premises	82,4%	17,6%	100,0%	68,3%	31,7%	100,0%	69,4%	30,6%	100,0%
Availability of free downloads or discount price downloads from the web	58,0%	42,0%	100,0%	46,0%	54,0%	100,0%	35,5%	64,5%	100,0%
Greater offer of movies or TV series on television	87,4%	12,6%	100,0%	82,5%	17,5%	100,0%	75,8%	24,2%	100,0%
Providing local community with a projector	93,3%	6,7%	100,0%	93,7%	6,3%	100,0%	79,0%	21,0%	100,0%

Country: Tunisia - Rural population



### Which kind of movies/series do you prefer?

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Amusement/Entertainment (action, crime, comedy...)	48,7%	38,1%	38,7%
Engaged / committed to a cause movies/TV series	2,5%	3,2%	14,5%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	32,8%	27,0%	25,8%
No specific preferences	16,0%	31,7%	21,0%
Total	100,0%	100,0%	100,0%

Country: Tunisia - Rural population

### Which genre of movies/series do you prefer?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	87,4%	12,6%	100,0%	87,3%	12,7%	100,0%	83,9%	16,1%	100,0%
Action/adventure	58,8%	41,2%	100,0%	30,2%	69,8%	100,0%	14,5%	85,5%	100,0%
Drama	55,5%	44,5%	100,0%	52,4%	47,6%	100,0%	61,3%	38,7%	100,0%
Documentary	59,7%	40,3%	100,0%	50,8%	49,2%	100,0%	56,5%	43,5%	100,0%
Romantic	66,4%	33,6%	100,0%	55,6%	44,4%	100,0%	48,4%	51,6%	100,0%
Horror/thriller	37,8%	62,2%	100,0%	12,7%	87,3%	100,0%	1,6%	98,4%	100,0%
Children/family	50,4%	49,6%	100,0%	65,1%	34,9%	100,0%	54,8%	45,2%	100,0%
Religion	38,7%	61,3%	100,0%	57,1%	42,9%	100,0%	71,0%	29,0%	100,0%
Indian movies	34,5%	65,5%	100,0%	30,2%	69,8%	100,0%	21,0%	79,0%	100,0%

Country: Tunisia - Rural population



### How much do you appreciate movies/series from the following countries?

	Age 25-					Age 25-44					Age 45+				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	62,2%	35,3%	2,5%	,0%	100,0%	76,2%	15,9%	7,9%	,0%	100,0%	61,3%	30,6%	6,5%	1,6%	100,0%
Films/series of Maghreb	,0%	5,9%	10,9%	83,2%	100,0%	1,6%	9,5%	11,1%	77,8%	100,0%	,0%	9,7%	21,0%	69,4%	100,0%
Turkish films/series	62,2%	17,6%	16,8%	3,4%	100,0%	66,7%	15,9%	14,3%	3,2%	100,0%	64,5%	24,2%	8,1%	3,2%	100,0%
Middle eastern films/series	29,4%	46,2%	21,0%	3,4%	100,0%	31,7%	54,0%	7,9%	6,3%	100,0%	29,0%	38,7%	19,4%	12,9%	100,0%
Sub-saharan Africa films/series	,0%	,8%	1,7%	97,5%	100,0%	1,6%	1,6%	1,6%	95,2%	100,0%	,0%	3,2%	,0%	96,8%	100,0%
American (USA) films/series	36,1%	14,3%	10,1%	39,5%	100,0%	11,1%	22,2%	11,1%	55,6%	100,0%	1,6%	4,8%	29,0%	64,5%	100,0%
Latin American films/series	8,4%	19,3%	22,7%	49,6%	100,0%	7,9%	28,6%	17,5%	46,0%	100,0%	4,8%	8,1%	25,8%	61,3%	100,0%
European films/series	19,3%	18,5%	14,3%	47,9%	100,0%	6,3%	22,2%	12,7%	58,7%	100,0%	1,6%	6,5%	27,4%	64,5%	100,0%
Indian films/series	22,7%	11,8%	31,1%	34,5%	100,0%	12,7%	22,2%	22,2%	42,9%	100,0%	17,7%	8,1%	27,4%	46,8%	100,0%
Other Asian films/series	16,0%	7,6%	9,2%	67,2%	100,0%	1,6%	7,9%	11,1%	79,4%	100,0%	1,6%	6,5%	6,5%	85,5%	100,0%

Country: Tunisia - Rural population





### What does influence you most in choosing film/series?

	Age 25-			Age 25-44			Age 45+		
	Yes	No	Total	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	11,8%	88,2%	100,0%	9,5%	90,5%	100,0%	8,1%	91,9%	100,0%
Newspaper articles, specialised magazines	15,1%	84,9%	100,0%	12,7%	87,3%	100,0%	9,7%	90,3%	100,0%
Advertisement/trailers on radio or television	76,5%	23,5%	100,0%	76,2%	23,8%	100,0%	72,6%	27,4%	100,0%
Advertisement/trailers on the Internet	32,8%	67,2%	100,0%	15,9%	84,1%	100,0%	1,6%	98,4%	100,0%
Opinions or rumours in the social networks	37,8%	62,2%	100,0%	19,0%	81,0%	100,0%	1,6%	98,4%	100,0%
Word of mouth	69,7%	30,3%	100,0%	65,1%	34,9%	100,0%	61,3%	38,7%	100,0%
Presence of a specific actor or director	58,0%	42,0%	100,0%	49,2%	50,8%	100,0%	37,1%	62,9%	100,0%
Reputation of the film director	20,2%	79,8%	100,0%	15,9%	84,1%	100,0%	17,7%	82,3%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	78,2%	21,8%	100,0%	87,3%	12,7%	100,0%	83,9%	16,1%	100,0%

Country: Tunisia - Rural population



## RURAL, SENSITIVITY TO SOCIAL ISSUES BY AGE DIVIDE

What is your attitude towards women producers/directors of films/series?

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Il faut que les femmes, dans leur bataille pour la parité, s'affirment aussi dans le secteur de la réalisation filmique	43,7%	46,0%	38,7%
J'aime les films/séries réalisés par les femmes	7,6%	15,9%	6,5%
Je n'aime pas les films/séries réalisés par les femmes	2,5%	,0%	9,7%
Je suis tout à fait indifférent au sexe du réalisateur : il y a de bons et des mauvais réalisateurs d'un côté et de l'autre	46,2%	38,1%	40,3%
Les femmes ne devraient pas faire du cinéma, ce n'est pas leur métier	,0%	,0%	4,8%
Total	100,0%	100,0%	100,0%

Country: Tunisia - Rural population



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Age 25-				Age 25-44				Age 45+			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	64,7%	27,7%	7,6%	100,0%	69,8%	28,6%	1,6%	100,0%	75,8%	22,6%	1,6%	100,0%
Youth problems	77,3%	17,6%	5,0%	100,0%	76,2%	20,6%	3,2%	100,0%	72,6%	24,2%	3,2%	100,0%
The problems of the elderly	28,6%	44,5%	26,9%	100,0%	54,0%	38,1%	7,9%	100,0%	67,7%	27,4%	4,8%	100,0%
The problems of people with disabilities	29,4%	52,9%	17,6%	100,0%	49,2%	44,4%	6,3%	100,0%	48,4%	41,9%	9,7%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	53,8%	30,3%	16,0%	100,0%	52,4%	41,3%	6,3%	100,0%	59,7%	25,8%	14,5%	100,0%
Violence against women	68,9%	25,2%	5,9%	100,0%	74,6%	23,8%	1,6%	100,0%	71,0%	19,4%	9,7%	100,0%
Sexual exploitation of women and children	80,7%	16,8%	2,5%	100,0%	81,0%	17,5%	1,6%	100,0%	80,6%	16,1%	3,2%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	11,8%	38,7%	49,6%	100,0%	7,9%	52,4%	39,7%	100,0%	19,4%	43,5%	37,1%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	13,4%	29,4%	57,1%	100,0%	9,5%	47,6%	42,9%	100,0%	12,9%	33,9%	53,2%	100,0%
International jihadist terrorism, youth joining terrorist groups	41,2%	27,7%	31,1%	100,0%	49,2%	27,0%	23,8%	100,0%	50,0%	22,6%	27,4%	100,0%

Country: Tunisia - Rural population



### Ideal model of society as for relations between women and men

	Age class		
	Age 25- Column N %	Age 25-44 Column N %	Age 45+ Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	67,2%	58,7%	46,8%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	18,5%	27,0%	25,8%
Women engage more in family care, children education; men in work, politics, power/exercise authority	14,3%	14,3%	27,4%
Total	100,0%	100,0%	100,0%

Country: Tunisia - Rural population



In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Age 25-					Age 25-44					Age 45+				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	23,5%	62,2%	12,6%	1,7%	100,0%	23,8%	65,1%	9,5%	1,6%	100,0%	32,3%	54,8%	8,1%	4,8%	100,0%
Films/series of Maghreb	,0%	7,6%	3,4%	89,1%	100,0%	3,2%	14,3%	1,6%	81,0%	100,0%	3,2%	11,3%	,0%	85,5%	100,0%
Turkish films/series	31,1%	44,5%	8,4%	16,0%	100,0%	31,7%	46,0%	11,1%	11,1%	100,0%	37,1%	37,1%	9,7%	16,1%	100,0%
Middle eastern films/series	10,1%	40,3%	27,7%	21,8%	100,0%	7,9%	42,9%	33,3%	15,9%	100,0%	11,3%	50,0%	12,9%	25,8%	100,0%
Sub-Saharan African films/series	,8%	,8%	,8%	97,5%	100,0%	,0%	1,6%	1,6%	96,8%	100,0%	,0%	1,6%	,0%	98,4%	100,0%
American (USA) films/series	31,9%	11,8%	6,7%	49,6%	100,0%	17,5%	11,1%	6,3%	65,1%	100,0%	3,2%	3,2%	8,1%	85,5%	100,0%
Latin American films/series	7,6%	16,0%	5,9%	70,6%	100,0%	3,2%	27,0%	4,8%	65,1%	100,0%	3,2%	9,7%	3,2%	83,9%	100,0%
European films/series	26,1%	7,6%	6,7%	59,7%	100,0%	17,5%	7,9%	1,6%	73,0%	100,0%	3,2%	3,2%	3,2%	90,3%	100,0%
Indian films/series	6,7%	19,3%	17,6%	56,3%	100,0%	4,8%	19,0%	17,5%	58,7%	100,0%	3,2%	8,1%	16,1%	72,6%	100,0%
Other Asian films/series	5,0%	10,1%	1,7%	83,2%	100,0%	1,6%	6,3%	4,8%	87,3%	100,0%	,0%	3,2%	1,6%	95,2%	100,0%

Country: Tunisia - Rural population



### Ideal model of society as for relations with minorities

	Age class		
	Age 25-	Age 25-44	Age 45+
	Column N %	Column N %	Column N %
Promotion of diversity	67,2%	66,7%	56,5%
Conditioned openness to diversity	31,1%	33,3%	43,5%
Rejection of diversity	1,7%	,0%	,0%
Total	100,0%	100,0%	100,0%

Country: Tunisia - Rural population

### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Age 25-					Age 25-44					Age 45+				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	23,5%	34,5%	29,4%	12,6%	100,0%	20,6%	34,9%	22,2%	22,2%	100,0%	17,7%	41,9%	17,7%	22,6%	100,0%
Films/series of Maghreb	1,7%	6,7%	1,7%	89,9%	100,0%	3,2%	12,7%	3,2%	81,0%	100,0%	3,2%	12,9%	,0%	83,9%	100,0%
Turkish films/series	20,2%	26,9%	25,2%	27,7%	100,0%	23,8%	19,0%	25,4%	31,7%	100,0%	27,4%	17,7%	19,4%	35,5%	100,0%
Middle eastern films/series	13,4%	42,0%	11,8%	32,8%	100,0%	6,3%	44,4%	14,3%	34,9%	100,0%	12,9%	38,7%	12,9%	35,5%	100,0%
Sub-Saharan films/series	,0%	,0%	1,7%	98,3%	100,0%	,0%	1,6%	1,6%	96,8%	100,0%	,0%	1,6%	,0%	98,4%	100,0%
American (USA) films/series	26,9%	17,6%	5,0%	50,4%	100,0%	11,1%	22,2%	,0%	66,7%	100,0%	4,8%	3,2%	1,6%	90,3%	100,0%
Latin American films/series	8,4%	11,8%	3,4%	76,5%	100,0%	3,2%	15,9%	9,5%	71,4%	100,0%	3,2%	3,2%	3,2%	90,3%	100,0%
European films/series	22,7%	8,4%	4,2%	64,7%	100,0%	7,9%	19,0%	1,6%	71,4%	100,0%	4,8%	3,2%	1,6%	90,3%	100,0%
Indian films/series	5,9%	25,2%	5,9%	63,0%	100,0%	4,8%	27,0%	4,8%	63,5%	100,0%	3,2%	9,7%	6,5%	80,6%	100,0%
Other Asian films/series	1,7%	7,6%	3,4%	87,4%	100,0%	1,6%	6,3%	,0%	92,1%	100,0%	,0%	3,2%	,0%	96,8%	100,0%

Country: Tunisia - Rural population



## RURAL, MEDIA FRUITION HABITS BY EDUCATION DIVIDE

### How much time do you watch TV?

	Level of education	
	Low	High
	Column N %	Column N %
Never	1,8%	,0%
1-2 times per month	5,9%	4,1%
1-2 times per week	5,3%	8,1%
1-2 hours per day	29,4%	44,6%
3-4 hours per day	21,8%	27,0%
more than 4 hours per day	35,9%	16,2%
Total	100,0%	100,0%

Country: Tunisia - Rural population

### How much time do you use the Internet?

	Level of education	
	Low	High
	Column N %	Column N %
Never	78,8%	18,9%
1-2 times per month	4,1%	10,8%
1-2 times per week	4,1%	9,5%
1-2 hours per day	5,3%	17,6%
3-4 hours per day	1,2%	12,2%
more than 4 hours per day	6,5%	31,1%
Total	100,0%	100,0%

Country: Tunisia - Rural population



### How much time do you use smartphone/tablet?

	Level of education	
	Low	High
	Column N %	Column N %
Never	84,1%	29,7%
1-2 times per month	1,8%	6,8%
1-2 times per week	2,9%	5,4%
1-2 hours per day	5,3%	8,1%
3-4 hours per day	1,2%	16,2%
more than 4 hours per day	4,7%	33,8%
Total	100,0%	100,0%

Country: Tunisia - Rural population

### Do you use the following social networks?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Facebook	17,1%	82,9%	100,0%	77,0%	23,0%	100,0%
Twitter	,0%	100,0%	100,0%	8,1%	91,9%	100,0%
Instagram	2,4%	97,6%	100,0%	35,1%	64,9%	100,0%
Youtube	10,0%	90,0%	100,0%	64,9%	35,1%	100,0%
WhatsApp	,6%	99,4%	100,0%	21,6%	78,4%	100,0%

Country: Tunisia - Rural population





## RURAL, FILM/TV SERIALS CONSUMPTION HABITS BY EDUCATION DIVID

### How often do you go to cinema halls?

	Level of education	
	Low	High
	Column N %	Column N %
Never	98,2%	73,0%
1-2 times per year	1,8%	27,0%
1-2 times per month	,0%	,0%
1-2 times per week	,0%	,0%
Total	100,0%	100,0%

Country: Tunisia - Rural population

### How often do you go to film festivals?

	Level of education	
	Low	High
	Column N %	Column N %
Never	96,5%	75,7%
1-2 times per year	3,5%	24,3%
1-2 times per month	,0%	,0%
1-2 times per week	,0%	,0%
Total	100,0%	100,0%

Country: Tunisia - Rural population



### How often do you watch movies/series at home?

	Level of education	
	Low	High
	Column N %	Column N %
Never	2,4%	4,1%
1-2 times per month	9,4%	4,1%
1-2 times per week	11,2%	24,3%
Every day	77,1%	67,6%
Total	100,0%	100,0%

Country: Tunisia - Rural population

### Which are the main obstacles, if any, that limit your vision of movies/Tv series?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Not enough time, because of work	52,4%	47,6%	100,0%	50,0%	50,0%	100,0%
Not enough time, because of household chores, care of child, etc	55,3%	44,7%	100,0%	33,8%	66,2%	100,0%
Husband/family prohibition	6,5%	93,5%	100,0%	9,5%	90,5%	100,0%
Bad quality of the available offer	21,8%	78,2%	100,0%	45,9%	54,1%	100,0%
Poor quality of the available offer	22,4%	77,6%	100,0%	48,6%	51,4%	100,0%
Lack of financial resources/ticket price/price of TV subscription	77,1%	22,9%	100,0%	52,7%	47,3%	100,0%
Long distance to reach the cinema halls or other films/TV series screening place/ unavailability of cinemas in the area	85,3%	14,7%	100,0%	71,6%	28,4%	100,0%
Problems linked to personal safety in reaching cinema halls or other screening facilities	14,7%	85,3%	100,0%	12,2%	87,8%	100,0%
Cinema opening times/TV series schedule	4,7%	95,3%	100,0%	14,9%	85,1%	100,0%
Because of stereotypes linked to going to the cinema	20,6%	79,4%	100,0%	24,3%	75,7%	100,0%
Other obstacles	1,8%	98,2%	100,0%	,0%	100,0%	100,0%

Country: Tunisia - Rural population



**Which medium do you use for watching movies/series at home?**

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Television	99,4%	,6%	100,0%	97,3%	2,7%	100,0%
Internet	4,1%	95,9%	100,0%	51,4%	48,6%	100,0%
DVD, Bluray, USB, etc	,6%	99,4%	100,0%	8,1%	91,9%	100,0%

Country: Tunisia - Rural population

**Do you use any subscriptions to watch movies/series?**

	Level of education	
	Low	High
	Column N %	Column N %
Yes	,0%	18,9%
No	100,0%	81,1%
Total	100,0%	100,0%

Country: Tunisia - Rural population



Would you be interested in any of the following initiatives?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Opening or reopening of cinema halls	95,9%	4,1%	100,0%	97,3%	2,7%	100,0%
Cineforum, cinema club: films followed by discussion	82,9%	17,1%	100,0%	93,2%	6,8%	100,0%
Movie screening with reduced ticket price	92,9%	7,1%	100,0%	98,6%	1,4%	100,0%
Movie screening in different time slots during the day	87,6%	12,4%	100,0%	95,9%	4,1%	100,0%
Transportation to reach cinema halls	88,8%	11,2%	100,0%	94,6%	5,4%	100,0%
Cinema festivals	94,1%	5,9%	100,0%	94,6%	5,4%	100,0%
Itinerant movie exhibitions	95,9%	4,1%	100,0%	98,6%	1,4%	100,0%
Seminars on the history of the movie open to public	85,3%	14,7%	100,0%	90,5%	9,5%	100,0%
Education to cinema and screening movies in the schools	88,2%	11,8%	100,0%	97,3%	2,7%	100,0%
Opening of video store	53,5%	46,5%	100,0%	82,4%	17,6%	100,0%
Opening of video library within local institutions	67,6%	32,4%	100,0%	91,9%	8,1%	100,0%
Regular screening of movies in private premises	70,0%	30,0%	100,0%	87,8%	12,2%	100,0%
Availability of free downloads or discount price downloads from the web	45,3%	54,7%	100,0%	58,1%	41,9%	100,0%
Greater offer of movies or TV series on television	80,0%	20,0%	100,0%	90,5%	9,5%	100,0%
Providing local community with a projector	88,2%	11,8%	100,0%	93,2%	6,8%	100,0%

Country: Tunisia - Rural population



### Which kind of movies/series do you prefer?

	Level of education	
	Low	High
	Column N %	Column N %
Amusement/Entertainment (action, crime, comedy...)	45,3%	39,2%
Engaged / committed to a cause movies/TV series	6,5%	4,1%
Mix of Engaged/ committed to a cause and Amusement/Entertainment	23,5%	43,2%
No specific preferences	24,7%	13,5%
Total	100,0%	100,0%

Country: Tunisia - Rural population

### Which genre of movies/series do you prefer?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Comedy	87,6%	12,4%	100,0%	83,8%	16,2%	100,0%
Action/adventure	29,4%	70,6%	100,0%	64,9%	35,1%	100,0%
Drama	55,3%	44,7%	100,0%	58,1%	41,9%	100,0%
Documentary	49,4%	50,6%	100,0%	73,0%	27,0%	100,0%
Romantic	59,4%	40,6%	100,0%	58,1%	41,9%	100,0%
Horror/thriller	13,5%	86,5%	100,0%	41,9%	58,1%	100,0%
Children/family	50,0%	50,0%	100,0%	67,6%	32,4%	100,0%
Religion	52,4%	47,6%	100,0%	50,0%	50,0%	100,0%
Indian movies	32,9%	67,1%	100,0%	23,0%	77,0%	100,0%

Country: Tunisia - Rural population



### How much do you appreciate movies/series from the following countries?

	Low					High				
	A lot / Most	Much	Not at all	Don't know	Total	A lot / Most	Much	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	67,6%	26,5%	5,3%	,6%	100,0%	60,8%	35,1%	4,1%	,0%	100,0%
Films/series of Maghreb	,0%	5,9%	11,2%	82,9%	100,0%	1,4%	12,2%	18,9%	67,6%	100,0%
Turkish films/series	67,1%	18,8%	10,0%	4,1%	100,0%	56,8%	18,9%	23,0%	1,4%	100,0%
Middle eastern films/series	27,6%	48,8%	14,7%	8,8%	100,0%	35,1%	40,5%	23,0%	1,4%	100,0%
Sub-saharan Africa films/series	,0%	2,4%	,6%	97,1%	100,0%	1,4%	,0%	2,7%	95,9%	100,0%
American (USA) films/series	8,8%	12,4%	13,5%	65,3%	100,0%	48,6%	17,6%	18,9%	14,9%	100,0%
Latin American films/series	5,9%	15,3%	17,1%	61,8%	100,0%	10,8%	27,0%	33,8%	28,4%	100,0%
European films/series	3,5%	13,5%	14,1%	68,8%	100,0%	29,7%	23,0%	24,3%	23,0%	100,0%
Indian films/series	21,8%	12,9%	19,4%	45,9%	100,0%	12,2%	14,9%	47,3%	25,7%	100,0%
Other Asian films/series	7,1%	4,7%	5,9%	82,4%	100,0%	12,2%	13,5%	16,2%	58,1%	100,0%

Country: Tunisia - Rural population

### What does influence you most in choosing film/series?

	Low			High		
	Yes	No	Total	Yes	No	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Advertisement/trailers at cinema halls, art centres, party halls, cafes, etc	5,3%	94,7%	100,0%	21,6%	78,4%	100,0%
Newspaper articles, specialised magazines	6,5%	93,5%	100,0%	28,4%	71,6%	100,0%
Advertisement/trailers on radio or television	73,5%	26,5%	100,0%	79,7%	20,3%	100,0%
Advertisement/trailers on the Internet	3,5%	96,5%	100,0%	59,5%	40,5%	100,0%
Opinions or rumours in the social networks	6,5%	93,5%	100,0%	63,5%	36,5%	100,0%
Word of mouth	60,0%	40,0%	100,0%	81,1%	18,9%	100,0%
Presence of a specific actor or director	38,2%	61,8%	100,0%	78,4%	21,6%	100,0%
Reputation of the film director	10,0%	90,0%	100,0%	37,8%	62,2%	100,0%
Period of the year (eg Ramadan, holidays, weekends, etc)	87,1%	12,9%	100,0%	70,3%	29,7%	100,0%

Country: Tunisia - Rural population



## RURAL, SENSITIVITY TO SOCIAL ISSUES BY EDUCATION DIVIDE

What is your attitude towards women producers/directors of films/series?

	Level of education	
	Low Column N %	High Column N %
Il faut que les femmes, dans leur bataille pour la parité, s'affirment aussi dans le secteur de la réalisation filmique	46,5%	35,1%
J'aime les films/séries réalisés par les femmes	7,1%	14,9%
Je n'aime pas les films/séries réalisés par les femmes	2,9%	5,4%
Je suis tout à fait indifférent au sexe du réalisateur : il y a de bons et des mauvais réalisateurs d'un côté et de l'autre	41,8%	44,6%
Les femmes ne devraient pas faire du cinéma, ce n'est pas leur métier	1,8%	,0%
Total	100,0%	100,0%

Country: Tunisia - Rural population



Which of the following topic and social issues would you like to be depicted in the plot of movie/Tv programmes?

	Low				High			
	Interests me most	Interests much	Not interested at all	Total	Interests me most	Interests much	Not interested at all	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Regional disparities, living conditions in marginalised areas/regions	67,6%	28,2%	4,1%	100,0%	71,6%	23,0%	5,4%	100,0%
Youth problems	70,6%	24,7%	4,7%	100,0%	87,8%	9,5%	2,7%	100,0%
The problems of the elderly	48,8%	37,1%	14,1%	100,0%	36,5%	41,9%	21,6%	100,0%
The problems of people with disabilities	38,2%	47,6%	14,1%	100,0%	41,9%	48,6%	9,5%	100,0%
Women role in society, discrimination faced in the family, at work and society in general	57,1%	30,0%	12,9%	100,0%	50,0%	36,5%	13,5%	100,0%
Violence against women	71,8%	23,5%	4,7%	100,0%	68,9%	23,0%	8,1%	100,0%
Sexual exploitation of women and children	82,9%	14,7%	2,4%	100,0%	75,7%	21,6%	2,7%	100,0%
Migrants reception and issues pertaining linguistic, ethnic and religious minorities in your country	10,0%	43,5%	46,5%	100,0%	18,9%	43,2%	37,8%	100,0%
Law enforcement authorities crackdown, censorship, repression of civil liberties	10,0%	34,1%	55,9%	100,0%	17,6%	37,8%	44,6%	100,0%
International jihadist terrorism, youth joining terrorist groups	44,1%	24,7%	31,2%	100,0%	48,6%	29,7%	21,6%	100,0%

Country: Tunisia - Rural population





### Ideal model of society as for relations between women and men

	Level of education	
	Low	High
	Column N %	Column N %
Women and men have the same power and responsibility, work in equal conditions and share domestic tasks	59,4%	60,8%
Women in job market but with a commitment compatible with family and domestic tasks; men invest more in work	21,8%	24,3%
Women engage more in family care, children education; men in work, politics, power/exercise authority	18,8%	14,9%
Total	100,0%	100,0%

Country: Tunisia - Rural population

### In your views, is your ideal model of society as for relations between women and men well valued in the films/series of the following countries?

	Low					High				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	25,9%	62,9%	8,2%	2,9%	100,0%	25,7%	56,8%	16,2%	1,4%	100,0%
Films/series of Maghreb	1,8%	7,6%	,6%	90,0%	100,0%	1,4%	16,2%	5,4%	77,0%	100,0%
Turkish films/series	31,8%	45,9%	7,1%	15,3%	100,0%	35,1%	36,5%	14,9%	13,5%	100,0%
Middle eastern films/series	9,4%	44,7%	22,4%	23,5%	100,0%	10,8%	40,5%	32,4%	16,2%	100,0%
Sub-Saharan African films/series	,0%	1,2%	,6%	98,2%	100,0%	1,4%	1,4%	1,4%	95,9%	100,0%
American (USA) films/series	10,6%	6,5%	4,1%	78,8%	100,0%	44,6%	16,2%	13,5%	25,7%	100,0%
Latin American films/series	2,9%	13,5%	2,4%	81,2%	100,0%	10,8%	25,7%	10,8%	52,7%	100,0%
European films/series	8,8%	4,7%	2,9%	83,5%	100,0%	39,2%	10,8%	8,1%	41,9%	100,0%
Indian films/series	5,3%	14,7%	15,9%	64,1%	100,0%	5,4%	20,3%	20,3%	54,1%	100,0%
Other Asian films/series	2,4%	4,7%	1,2%	91,8%	100,0%	4,1%	13,5%	5,4%	77,0%	100,0%

Country: Tunisia - Rural population



#### Ideal model of society as for relations with minorities

	Level of education	
	Low	High
	Column N %	Column N %
Promotion of diversity	62,9%	67,6%
Conditioned openness to diversity	36,5%	31,1%
Rejection of diversity	,6%	1,4%
Total	100,0%	100,0%

Country: Tunisia - Rural population

#### In your views, is your ideal model of society as for presence of minorities well valued in the films/series of the following countries?

	Low					High				
	Very much	Fairly	Not at all	Don't know	Total	Very much	Fairly	Not at all	Don't know	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Films/series of your country	16,5%	37,1%	22,9%	23,5%	100,0%	32,4%	35,1%	28,4%	4,1%	100,0%
Films/series of Maghreb	2,9%	6,5%	1,2%	89,4%	100,0%	1,4%	17,6%	2,7%	78,4%	100,0%
Turkish films/series	20,0%	22,4%	21,2%	36,5%	100,0%	29,7%	23,0%	29,7%	17,6%	100,0%
Middle eastern films/series	10,0%	35,9%	13,5%	40,6%	100,0%	14,9%	55,4%	10,8%	18,9%	100,0%
Sub-Saharan films/series	,0%	,6%	,6%	98,8%	100,0%	,0%	1,4%	2,7%	95,9%	100,0%
American (USA) films/series	8,2%	11,2%	,6%	80,0%	100,0%	37,8%	24,3%	8,1%	29,7%	100,0%
Latin American films/series	2,4%	6,5%	3,5%	87,6%	100,0%	13,5%	20,3%	8,1%	58,1%	100,0%
European films/series	5,3%	8,2%	,6%	85,9%	100,0%	35,1%	13,5%	8,1%	43,2%	100,0%
Indian films/series	5,3%	18,2%	4,1%	72,4%	100,0%	4,1%	29,7%	9,5%	56,8%	100,0%
Other Asian films/series	,0%	4,7%	,6%	94,7%	100,0%	4,1%	9,5%	4,1%	82,4%	100,0%

Country: Tunisia - Rural population