What criteria determine whether you will see a film in the theater or wait for its subsequent release?

**Most Common answers:**
- Money/Price (186)
- Friends/Family recommendations (111)
- Friends/Family/Significant other going (99)
- Time (94)
- Reviews (88)
- Looks/Sounds really good (84)
- Previews (81)
- How badly want to see it/How interested I am (58)
- Trailers (42)
- Genre (42)
- Special effects/Cinematography/Action better on big screen (41)
- Actors/Actresses (39)
- Plot/Story line (31)
- Subject matter (18)
- Heard good (18)
- Ratings (16)
- Mood (15)
- Anticipation (13)
- Part of series/sequel (12)
- Popularity/Topic of conversation (11)
- Media buzz/Hype/Publicity (10)
- Director (10)
- Don’t Know/None (9)
- Have a date (7)
- Length of movie (7)
- Based on a book I read/liked (7)
- Catch my attention/eye (7)
- What other entertainments/plans available (6)
- Content (5)
- Convenience (5)
- Location showing (5)
- Will not see in theatres, will wait for DVD (5)
- Transportation (4)
- Time of year (4)
Many respondents gave multiple reasons for how they decide which movies to see in theaters. These combination answers are listed at the end.

**Money/Price**

- How much money I have at the time (7)
- Money (4)
- If I have money (3)
- As a college student I probably always wait for a release unless my significant other is paying or my parents are taking me out :-p
- Cheaper to rent
- Depends on how much money I have at the time. If I can spare a few bucks then I will see the movie in theaters.
- Financial situation
- How cheap the theatre is
- How much money I have
- How much money I have available
- How much money I have right now
- I almost always wait for it to be released on tape, because of the price of tickets.
- I think it depends on the movie and whether or not I would rather spend $8.50 in the theaters or $3.50 renting it when it comes out on video.
- If I am broke or if I have money to spend on a movie
- If I can sneak in that night, like I said, I just can't afford it.
- If I feel the movie is worth 8 bucks
- If I have extra money
- If I have extra money or if I think it is worth spending the money to go and see
- If I have money or not. Also, if I am really not too sure I will enjoy the film. There is no point driving somewhere and spending a lot of money on a movie that I hate when I can spend more than half by renting it and stop the movie at any point.
- If I have the money to see it! Also, if the makers offer more features on a DVD such as deleted scenes.
- If I think the movie will be worth the extra money to get the "movie experience" which usually means I don't go see movies.
- If I'm not sure how good it's going to be, I'm more likely to wait for it to be released and see it for less money, instead of paying more for a movie I'm not sure how good it is in the first place.
- If it is at the dollar theater then I might be more willing to see it in theater but I find that going to see movies is a huge waste of money it seems like you are better off just buying the movie when it comes out than spending 6.50 especially if you go as a family. 3 people going cost about 18 which is usually about the price to just buy the movie.
- If it looks like a waste of money or not.
- If someone else pays for me, I see it in theaters, otherwise most of the time I wait.
- My wallet
- Something I decide is worth the money
- The price of the movie theater
• Whether I am broke or not when it comes out
• Whether I have the money to afford it at the time or not
• Whether I think it's worth the extra money.
• Whether or not I think it will be worth the theater price versus the rental price.
• Whether or not it is worth seeing in the theater or waiting to pay less money to see at home. Obviously, it is better and more enjoyable to see in the theater, but it is also more expensive and if the movie is not that good, then it is not worth it.

Friends/family recommendations
• Friends’ opinions (3)
• Friends recommendations (2)
• Depends on what I hear about it. If it is really good, I'll go see it in a theater but if I've heard mixed comments on it, I'll wait.
• Friends and family. [Note: another respondent (multiple reasons) said “friends and family.” One was tallied under recommendations, the other under going.]
• Friends opinions of movies often influence my opinion
• Friends’ opinions of the movie, if it is only good in a theater setting I would go see it in the theater, otherwise I generally wait for the release.
• Friend's Reviews.
• How good film is supposed to be, reviews from friends
• How good I have heard it is from my friends.
• I base a lot off what others tell me about the movie and whether they liked it or not. If it doesn't sound good enough, I will either wait for it to be released or just never see it.
• If friends saw it and hated it.
• If I hear from friends that its an okay movie and not a great movie
• If I hear good things from friends or not.
• If its said to be good or not by my friends
• If I've heard from close friends/family that it wasn't worth the money to go see it in the theater
• If I've heard its really good
• If my friends liked it or not.
• If others have enjoyed the movie I will go see it
• If others suggest it or not
• If others tell me it was worth seeing it in the theater.
• Recommendations
• Reviews by my friends and how they felt about the movie when they watched it.
• Reviews from non-critics
• Sometimes a friend will recommend it and then I might go see it.
• Whether I've heard good things about it from friends
• What I hear from friends, determines when and where I will see a movie.
• What my family or friends thought of the movie.
• What my friends say about it
**Friends/Family/Significant other going**

- Are my friends going to see something that I really want to see or not. All depends on the friends in the end
- Do my friends or family happen to be going, if they are I will go with them
- How desperately my idiotic friends want to go see it.
- I will usually go see a theatre movie if my friends are going only.
- If a friend or someone asks me to go see a movie in the theater I'll go, otherwise I'll just wait until it's on DVD.
- If all of my friends are going to a movie, I'll go along. If I really want to see it, but no one else does, I'll wait.
- If friends are going to the theatre. Otherwise wait for the release.
- If my friends are going to see it
- If my friends are going to see it or not
- If my friends are going to the theater, I'll usually go with otherwise we'll wait for the release.
- If my friends want to go see it as well.
- If my friends want to go see it in the theaters, I will tag along. Otherwise, I will just wait for the DVD release.
- If my friends want to go see it or my family sees it
- If my friends want to go see it then I'll go with them even if I could wait for the release
- If my friends want to see it in theaters I'll go, otherwise I usually wait for the DVD.
- If my friends won't go see it, I'll just wait until it comes out. It's not too big of a deal then.
- Mostly we will decide to go see a movie, then decide what to see, not whether or not a specific movie is out. This isn't always the case, but typically.
- Pretty much I'll go see a movie in the theater if my friends or boyfriend want to go to a movie... otherwise I'll just rent it later.
- Probably the biggest thing is if my friends plan a trip to the theater... If we do, then I go. If not, I tend to wait until it's released.
- Usually I only go to movies in the theater as a social event with friends, otherwise I will wait until it comes out to rent.
- Whether or not someone will see it with me.

**Time**

- If I have the time (2)
- If I have the time or not (2)
- How much time I have to go see a movie
- If I have the time to go to see it in theaters. If not, I'll wait until it goes on DVD and rent it!
- If I have the time to see a good movie in the theater, I will.
- If I have the time to see it.
- If I have time and no schoolwork to do
- If I have time to go see it in the theater. If I think there's a chance it won't be good.
• If I have time to go see it in the theatres, I generally will
• If I have time to go to the theater. Work and school keep me very busy.
• If I have time to make it to the theater
• If I have time to see it at the theatres or not
• If I'm busy or not.
• If I'm too busy to see a movie while it's in theater then I just wait for it to come out on DVD.
• If the timing is right.
• It just depends on the timing, if I have time to go to the theater or not.
• It really has to do with timing. If I get to the movie, good, but if I have to wait until it comes out on DVD then I'll wait.
• Matter of my free time
• Time (5)
• Time is the biggest issue. Being in college you don't always have time to go to the theater and see the movie so you just wait till it comes out on DVD
• Whether or not I find the time to go see it in the theater. Up here I have yet to see one but back home I go at least once a week.
• Whether I have time to go see it.
• Whether I have time to see the movie
• Whether or not I have time

Reviews
• Reviews (3)
• Depends on its review-- if the movie is well liked by credited critics, then I'll see in the theater. Otherwise, I'll wait to rent it.
• How good its reviews are
• If it gets good reviews, I'll see it in theaters.
• If the review is really good I will see it in the theater, if not I can wait until it comes out
• Reviews might determine when to see a movie in the film or after its release.
• The reviews on the film really show me whether a film is worth seeing or not.
• Whether it has a poor or great review

Looks/sounds really good
• If it looks good (4)
• How appealing it looks to me
• How good it is
• How good it looks, if it's really good then I'll see it, but otherwise I'll wait
• How good it looks.
• How good it sounds to me.
• How good the movie sounds
• I don't have any specific criteria for movies, if I think it looks interesting then I'll tend to see it in the theater as opposed to renting it when it comes out a few months later
• If I am more than 60% (rough estimation of course) likely to like the movie (judged by myself), I am at least eligible to be convinced to see it in the theater.
• If I think it looks good or was good
• If it doesn't look like a great movie, just an ok movie, then I'll wait for it to come out on film. If I'm still interested in seeing it after it's released then I'll rent it.
• If it is really good, they have to do a good job putting up a good movie
• If it looks appealing to me
• If it looks better than average
• If it looks funny or good in general
• If it looks good to me I will see it no matter what.
• If it looks interesting to me or not!
• If it looks kinda funny but stupid then I'll wait.
• If it looks like an excellent movie, I will see it in the theater. if it looks like a movie I can wait to see, I will wait for it to come out on DVD
• If it looks real good I will see it but if it looks lame then I wont but most of the time I just wait until it is out because I'm not very good at watching movies all the way through... I get pretty distracted...
• If it looks really good I will splurge on the theater price, if it looks okay I will wait.
• If it looks really good, I'll see it
• If it looks to be a terrible film yet I want to view it, in all of its horridness, I will rent it.
• If it sounds good, I'll try to see it
• If it's supposed to amazing rather than just good
• if its supposed to be really good
• If right away I think that looks good then I will go see it otherwise I will just wait.
• If the movie looks like it will be fun to watch, I'll try to see it in the theater
• Just how good it really looks and the demand. I don't know, I usually wait. I not a big movie theatre guy.
• Just whether or not it looks interesting and will keep my attention.
• Whether it looked good enough to pay $6 to see it or not
• Whether it looks entertaining enough or not
• Whether or not it seems to have quality

Previews
• Depends on how good the previews are
• Depends on how the previews went and if it looks appealing
• How good the preview looks
• How good the preview looks on TV
• How good the previews are
• How good the previews look on TV or in the theater.
• How the previews look
• I rate movies on the previews I see for them. If I am not interested by the preview, I will not see it in theaters.
• If I see a preview, and it is good, then I will go see it in the theaters. If the preview does not catch my attention, then I will probably not go see it in theaters.
• If it draws me in from the start of the preview. I like a lot of different movies and I’m pretty easy to please but it has to have me from the very beginning.
• If it looks good, sweet, or funny. the preview is essential to getting me to see the movie.
• If the previews on TV are persuasive enough and grab my attention.
• It depends on how good I think the previews are. If I think it looks good but not excellent I’ll wait until it comes out to rent due to price.
• On how good it looks in the previews
• On the movie preview
• Pre-views
• Sound track, theme, and cinematography I see in the preview.
• The previews have to leave me wanting more.
• The previews of movies definitely have a big impact on if I watch movies in the theaters, or wait till they come out. If it seems worth seeing, I will spend the $8.00.
• The previews that I see
• Whether or not it looks like the previews contain every part that was funny in the movie or if you have to see the movie to see the funniness
• Whether the preview looks good

How badly I want to see it/How interested I am
• How interested I am in it (3)
• Depends on how much I want to see the movie or if I can wait and just rent it and watch at home.
• How bad I really want to see it
• How bad I really want to see the movie. If I can wait until it's in stores I will.
• How excited I am to go see. If I can wait a few months, I will buy it from a used DVD store like Blockbuster.
• How interesting it is to me
• How much I like it
• If I can't see it I will rent it. But if I really want to see it I will go to the theater.
• If I feel that I absolutely cannot wait to see it because I think it's going to be THAT good. Or if I am really interested in the movie.
• If it is an extremely good movie that cannot wait
• If it is something I am interested in
• If it is something that I really want to see and I know should be good I will go see it in theaters.
• If it looks like something that I would REALLY like then I will go see it in the theatres, but if it looks like something that would be so-so then I wait for it to come out on DVD
• I usually only see movies in the theater when I have a great desire to see it, whereas I often view movies I have less interest in at home or on TV
• Whether I am really interested in seeing the movie immediately: Instant gratification factor.
• Whether I really want to see the movie. The genre of the movie (i.e. action) does not matter.
• Whether it is interesting to me or not.

**Trailers**

• The trailer. (3)
• Captivating trailer
• Good trailer
• How stupid it looks, trailers are important
• If I like the trailers
• If it looks really good in the trailer then I will see it in theatres.
• If the trailer looks good enough
• If the trailers look good
• Quality of the trailer
• The trailer is the most influential factor in my choice
• Trailers mostly...if it doesn't look THAT good, I'll wait until it's on video.

**Genre**

• How funny it is or how romantic it looks
• I am not really into movies that are either horror or thrillers.
• I definitely will not see a movie in a theater if it is said to be scary
• I guess if I can relate to it, sports, action, or something I just would enjoy watching.
• I like horror, if it's horror I'll see it in a theatre, as well as stupid comedy, otherwise, F*** IT, I'll see it when I see it on cable
• If I was told that it was funny, or if it looks comical.
• If it is a comedy I'll see it, and if it is based on true events I'll usually go and see it.
• If it is funny, action packed, or has a great message.
• If it's action packed
• If the movie is an epic action/drama.
**Special Effects/Cinematography/Action better on big screen**

- A film with very good cinematography or special effects is something I will go see in the theatre, just so you get the full experience.
- I don't usually think about that. I like the movie going experience. It is probably better to see high action movies such as King Kong in the theater, but I would just as well go see Curious George.
- I often determine whether or not it is worth seeing on a large screen based on the scenes and action sequences.
- If I think it will be better on a big screen
- If I think that seeing it in the theatre gives more to the viewing audience (action, science fiction) then I would choose to see it in the theatre first. If it's a comedy and has no real need for the big screen, then I can wait for it to come out to rent it.
- If it has special effects that will be great on the big screen, I'll make sure I see it in the theatres
- If it is a really good movie with awesome effects, then I will want to see it in the theater
- If it is an action movie or would be a lot cooler on a big screen I would watch it. But dramas or comedies don't differ much on your TV than in the theater
- If it is more dependent on atmosphere or special effects, it's more likely that I'll want to see it in the theater.
- If it looks like it needs to be seen on a big screen to be thoroughly enjoyed, then I go to the movie theater. If it looks like I can watch it at home, then I wait for it to go out on DVD
- If it looks like something that would be better on a big screen and surround sound would make me want to see it in the theatre
- If it's enhanced by sound or visual effects I tend to see it in the theater, but other than that I have to want to see it quite a bit to go see it in the theater
- If it's something that really needs to be seen on the big screen, such as Lord of the Rings or something that doesn't look as fascinating on my home television.
- If its special effects warrant being seen on the big screen, I am more likely to pay to see it in the theater.
- If the movie has good sound and is visually appealing I like to see it in the theater setting.
- If the sound effects and animation are really good, I will want to see it in a theater.
- If the special effects are excellent and the film is an action or thriller I tend to watch those in the theater because the screen and sound are larger and louder.
- It depends on whether it seems as though seeing it in the theater would enhance it.
- One factor is whether an epic visual impact is part of the movie's appeal. Some movies (Lord of the Rings, Star Wars, etc.) have visuals that are truly at their best on the big screen.
- The cinematography. When I go to the theater, I want the visuals to make an impact on the big screen.
- Whether it has a lot of action/special effects, those are better in the theater.
• Whether it would be better in theater than after its release
• Whether it’s a "theater experience" type film. If the majority of the film is dialogue, I’m more likely to wait to rent it, but if the shots used are supposed to produce a grand effect, I'll see it in the theater.
• Whether or not the size of the movie matters. Movies like "King Kong" or "Batman Begins" are much better in the theater because they have big action. Movies like "Walk the Line," are good, but not really needing a big screen/big sound to enhance the experience.

**Actors/Actresses**
- If certain stars play a big role or small one.
- The actors in it

**Plot/Story line**
- Appeal of the plot.
- If it flows well, has a good story plot, and an unexpected ending.
- Whether the story line sounds good to me or not.

**Subject matter**
- If I have an interest in the subject before they even made a movie about it, such as Lord of the Rings.
- If it appeals to what I like or things that I am interested in.
- If its about a topic I’m interested in versus a movie I’d eventually could see myself seeing.
- Nothing super specific. I rarely go to the theater, but if I do it's for a movie that is either really exciting or based on a topic that I am very interested in.
- Subject matter

**Heard good**
- If I hear a lot of good things about it then I will go see it in the theatre
- Mainly whether or not I've heard good things about it.
- What I hear from other people.
- What others say about it

**Ratings**
- Ratings
- The number of stars it is rated
**Mood**
- How lazy I feel while it is in the theatres.
- I just feel like going to the movies sometimes. No particular reason.
- I like going to the theater because it lets me get out, so if I am bored and don't want to sit around then I will go to the theater.
- There really is not a criteria, I see movies depending on my mood that week/month.
- Whether or not I feel like seeing a movie

**Anticipation**
- If I think that it is worth it to see it in theaters. E.g. Lord of the Rings, or other epic movies, or something that I have been waiting to see for a long time.
- If it is something I have been wanting to see for a while.
- My anticipation to see it. If it is one I have been looking forward to its release, I will not miss it in the theatre

**Popularity/topic of conversation**
- How much it grosses in during the first few weekends in the theater
- If everyone else is seeing it in the theatre and talking about it
- If it is a movie that I need to see before people tell me about it.
- The turn out of the crowd to that certain movie. I don't like to fight a crowd

**Don’t Know/None**
- None (3)
- Doesn’t matter like all criteria.
- Doesn't matter
- Don't really have any....just kind of depends on the circumstance
- Dunno.
- N/A
- Not sure...

**Media buzz/hype/publicity**
- How much Press it gets or how "big" the film is.
- Hype
- I usually go if a movie is well advertised.
Other, single reasons

- Personal choice (2)
- Anything Star Wars
- Appeal
- Availability
- Content
- Convenience
- Depending on who directed it.
- Don't know whatever catches my eye
- Good characters
- How long the movie is
- How original the movie is, if it is not original then I won't see it
- I don't really ever see a movie in theaters, I usually wait til it comes out on DVD
- I guess it just has to catch my attention.
- I like to see the bigger movies in theatres because it always takes them so long to come out on DVD.
- I rarely will go to the theater
- I really must be confident that I would like the movie to go see it in theaters.
- I usually wait for the DVD for movies, no matter if I like it alot or not.
- I will try and see all of the films I am interested in when in theaters but if it doesn't work out I will simply rent them.
- If I am no more than 95% committed I will wait for the release on DVD.
- If I need to go somewhere on a date.
- If I'm motivated enough to go all the way to the theater.
- If it appears to have no depth, I won't watch it
- If it catches my attention
- If it looks at all like something I would enjoy, I'll typically forget about it until it comes out on DVD.
- If the opportunity to go to a movie comes up
- It just depends whether the movie is appealing to me. I will not necessarily go and see an action film in the theater because of the effects.
- Just depends what plans I make
- Nothing really, most of the time it's convenience
- Nudity
- Other movies showing and their appeal
- Personal Interest
- Personal opinion
- Previous knowledge of the movie.
- Seeing a movie is usually just something to do, to waste time if you will. And if it is a really good movie then all the better!
- What film
- What the content is.
- Whether or not I can make it to the theater while it's there. If not, I'll wait until it comes out to see it.
Multiple Reasons

- Time and money. (2)
- Money and time (2)
- A lot of it depends if I have the time or not to go and see a movie. Plus, now a days it's rather expensive to see a movie that turns out to be a dud.
- Action movies generally in the theatre cause it adds to the effect. Otherwise movies that I can't handle waiting for, ie, extremely funny or fantastic
- Actors in the film and if others say it is funny
- Ads on TV or previews in movies and also friends opinions
- Amount of publicity and specific actors or actresses
- Amount of special effects that seem like they would loose quality if seen at home. Also, If it's a "societal" popular movie where I'm sure to hear the whole plot anyway, I'll see it in the theater so I know what people are talking about, and so it isn't ruined for me.
- Based on if I have a car, if I have money, if I have a friend to see it with.
- Based on personal interest with the type of movie, but can't judge a book by its cover so you wait for your friends to waste their money and give you their input.
- Based on the trailers and synopses, does the plot look at all interesting? If not, are the actors worth watching any way? Why did it receive the rating that it did? What type of content is used (language, sexuality, nudity, etc.)?
- Basically, whether I believe the movie is worth the time and money it requires to see the film. There are very few films that meet these criteria.
- Content, message of the film, Rating
- Current schedule and how many of my friends want to see it.
- Depending on the hype and if friends thought it was a must-see
- depending on whether it has great reviews and I cannot wait to see it on release or who I'm going with
- Depends on if the movie looks like I would enjoy it and if I am not paying.
- Depends on my mood, the theater really plays with my emotions, and how much money I have.
- Depends on what I hear about the film from friends and reviews
- Director, screen writer, actors, advertising methods
- Does it have a good plot, are there interesting themes, and is there any realistic relevance in the movie. In other words I don't like over embellished stories.
- Financial status, Amount of Free time, Whether or not I'm single or dating
- First and foremost the story. If it has a good story or is an incredibly intelligent remake of what I deem a classic, then I will see it. Then the actors in the movie and finally the previews.
- Friends like it -consensus is overall, good -preview is good
- Friends' opinion or if I am broke. (which happened a lot in college)
- Friend's reviews, good trailer
- Friends reviews, word of mouth, trailers on TV
- Friends who want to see it in the theatres. Dates. If it looked really good in the previews. Heard it was good from friends/relatives.
• From what I read about it, how good it looks in trailers, who's in it.
• Genre. If it has a lot of special effects, I prefer to see it in theaters.
• Good Plot plus a good review.
• Good previews or reviews
• Good reviews and the genre of the movie.
• Good reviews, free time, who's going
• Gore, violence, drama vs. teen drama (prefer the former), if I've seen the prequels
• Have the time and money to go see it in the theater
• Hot guys, good plot, good reviews from friends, and cheap tickets such as a three dollar theater
• How badly I want to go see it. (who is in it)
• How badly I want to see it right away, and if it seems like it needs to be viewed on a big screen
• How badly I want to see it, how much people are talking about it
• How badly I want to see it, review other friends gave it.
• How badly I want to see it...if I've heard how good it is
• How busy I am, how exciting it is, what other entertainment I have
• How busy I am, how good it looks.
• How entertaining and appealing it seems, what I've heard about it from friends and critics, genre, and media buzz
• How excited I am to see it based on the reviews of friends studying film/in the film industry and in the paper, previews, familiarity with talent in the films, the director, but above all, how much money I can afford to spend on seeing a movie.
• How funny it is and the amount of Free Time I have.
• How good I think it looks, or if a friend or someone really wants to see it
• How good I view the movie to be based on what I have seen and what others have told me.
• How good it looks and the reviews
• How good it looks by the previews and depending how much time I have in my life
• How good it looks on the previews, if other people want to go see it with me, and if I have the money for it
• How good it looks through my eyes, based on what I see from the TV ads, and trailers.
• How good it looks, whether my friends are going, the price of the theater and whether I have time.
• How good the movie looks in the previews and what I have heard about it. Also, if it is an action or sci-fi movie I am more likely to see it in the theaters.
• How good the preview is and the subject matter of the film
• How good the previews are, and comments by friends who have already seen it
• How good the previews make it look and make me want to see it, a strong cast or story-line, genre, et cetera.
• How I feel about a preview or what someone tells me about the movie
• How I feel about...reviews, word of mouth, friends, time and money
• How I react to the trailer or previews. If I am interested or not and if I have money.
• How interested I am in the film. The location of the film.
• How interested I am in the film. Trailer, subject material
• How interesting it looks, how much people I would go see it with want to go, who the actors are, if it looks similar to other movies I have seen.
• How much disposable income I have, whether or not I feel the movie would be better if it were seen on a big screen versus on the TV.
• How much I want to see it or if my friends are going or a date.
• How much interest I have in seeing it/whether or not others would like to see it
• How much it interests me. The subject, actors, and/or length.
• How much money I have and how good the movie looks
• How much money I have if it is something I really want to see
• How much money I have on hand and how good it looked/sounded
• How much money I have to spend. Who is willing to watch with me. Some movies just aren't quality enough to see in theaters, but are still good enough to rent.
• How much money I have, how much time I have, and my desire to see the movie. Also has to do with my friends too, if they go see it, then I will.
• How much money I have, if I have people to go with, the ratings of a movie.
• How much money I have, when I have time to see one, if anyone else wants to see it, if it looks really good
• How much time and money I have, whether I think I can find it online, and whether someone will go see the movie with me
• How my friends rate it, whether or not I have time to go see it in theatres
• How well it is advertised and how much my friends and I are willing to spend that weekend.
• I do not go to movies very often I would rather wait for it to come out to rent or buy so I can watch it on my own time and in a setting that I choose
• I don’t like the teenage comedies that have no plot to them. so I would definitely wait to rent those. ratings usually determine if I’ll see a movie in the theater.
• I enjoy reading reviews in magazines like EW, so if the reviews are good, then I’ll probably go see it in theaters. Or, it could be a movie that I’ve anticipated and therefore I must see it as soon as it comes out in a theater. Now more than ever I wait for movies to come out on DVD though.
• I guess it just depends on my mood. Sometimes I would rather sit at home and watch an old flick. Although if it's something that really interests me I will bend a little.
• I like either comedy or scary movies, and if the first movie is really good and leaves you hanging for a sequel then I will definitely go see it!
• I look at the overall trailer, reviews, and other stuff. then I check my wallet. if there is money enough to see a movie, and I can catch the bus in time, I might go see it. if not, I won't go.
• I usually wait for the release, but will frequently go to the theater for the fellowship with friends and family. Occasionally a movie will be built up by reviews and previews and I will want to see it in the theaters. These are usually sequels to movies I like.
• I will usually only go see a movie in a theater if I’m either bored or I don’t want to wait for the movie to come out on video.
• If a film is said to be really good, and is not rated R, I might go see it. If there are a lot of "Don't waste your money on it" type of comments, I will wait till it comes out on video.
• If a film is so visually stunning that a small screen will not capture it well enough, then I go see it in theaters. However, I often see other films in theaters as well simply for their entertainment value. My most important criteria however is ratio between the cost of the film and the money in my possession. A favorable ratio will likely improve the chance of me seeing a film in theaters.
• If a group of people also want to see it. If I have extra time and if I have extra money at the time.
• If a lot of my friends are going to see in theaters. If the story line draws me in. If it's about a book I love.
• If a movie hasn't gotten very good reviews and it didn't really catch my eye in the first place I would definitely wait until I could rent it.
• If a preview makes a movie look really good, and friends who I trust recommend a movie, I may see it. Also if its an installment in a series that I enjoy, such as lord of the rings.
• If at the time it comes out, I can afford it. Also, if it is a horror film, I'd rather watch it at home!
• If friends go, and if it looks good.
• If friends who share similar tastes in movies have seen it and liked it, if I can go see it with friends, and if tickets aren't THAT expensive.
• If I can afford a ticket, if I feel the movie would be much better on a large screen then at home.
• If I can afford to see it in the theater. Usually in the summer when I have a good paying job. Or if I have a date lined up.
• If I can't tell whether its going to be worth my money I will just wait until it comes out on DVD, or wait until one of my friends has seen it.
• If I even have the time, money, and energy to go out to the theater basically is all that matters. I also want people to come with me, so if no one can attend I would wait to have it come out on DVD.
• If I have a particular reason to go (with friends, family, etc.), if I have time/money, if it's something I've anticipated...
• If I have any friends that want to see it or if its previews and reviews interest me a lot.
• If I have been waiting for it to come out for a while, I will see it in the theater. if I hear it was good, but not great, I'll wait for it to come out.
• If I have enough money to go see it in theaters, how badly I want to see the movie.
• If I have enough time or money to see it
• If I have heard good things about it and if I have some friends to see it with.
• If I have money at the time, and how many of my friends also want to see the movie.
• If I have money or if the preview is really good
• If I have money, if my friends are all going, if I like the previews, if I like the story line.
• If I have money, time, and someone to go with
• If I have money... How much I really want to see the movie Who I can find to go with me Usually I just wait to see the movie till it comes out because if it is really worth my time, I'll remember it, but most times they pass by without my knowledge/remembrance
• If I have read a book that they made a movie on, I like to go and see the movie. Also if I heard that the movie was good, or if I see a trailer on TV. and the movie appears interesting then I like to see it.
• If I have the time and motivation to go to a theater.
• If I have the time to go see it, if my friends are going to see it, whether or not it interests me. If I am able, I usually go see it in theaters, I think the theater going experience is better than a home movie experience.
• If I have time and money
• If I have time and money to go see it in the theater.
• If I have time and the money to see it in theatre then I will but if it seems too good to pass up then I will make exceptions
• If I have time to go see it, if I have the money to go see a film
• If I have time, who can go with me, and if I have money
• If I hear a lot about it that's good and am excited for it to come out, I'll go see it in theaters.
• If I hear a lot of friends that I trust talk about how good it was, I will go see it. Or if I am familiar with and am intrigued by the story (if I've read the book, seen the original, etc.).
• If I hear a particular movie is supposed to be really good I usually will go to see it, otherwise my boyfriend will most likely want to see the latest action film.
• If I hear it good from friends or family... often people will tell you "just wait until it comes out on video, its not worth the 8 bucks"
• If I hear mixed reviews about the movie, I will just wait until it comes out on video then rent it and decide for myself. It's cheaper to rent a video than pay to go see it in the theater.
• If I hear mostly good things, I'll go see it in a theatre if I have the money, if not, I'll wait and rent it
• If I hear really good reviews from my friends/family. If the previews are good. If I like the actor/Actresses in the movies
• If I just really want to see it from the previews or if my friends are going to see it
• If I really like the "look" of the movie in the trailer preview. If it looks good enough, I will try to see it in theaters.
• If I really really want to see it and if it will be better on a big screen then on a smaller screen. or if I have some extra cash!
• If I really want to see a movie, I'll make sure I see it while it's in theaters, but usually I go to the movies because I need something to do.

• If I really want to see it I will go see it and pay full price. However, at our movie theater we have a cheap movie on Sunday nights. We have huge groups from our dorm go together. If it doesn't make it to the cheap movie and a bunch of us still want to see it we will go out and rent it.

• If I really want to see it or if I'm patient enough to wait and save the money.

• If I really want to see it or my friends/boyfriend are planning to see it, I'll go to the theater. If I think I would enjoy it but I'm not dying to see it, I'll wait to rent it.

• If I think a movie is going to be really good (story wise, or visual wise, or if it is a follow up to a previously good movie), I will go to see the movie.

• If I think it looks decent (worth the eight bucks it costs these days) I'll go see it. Oh, and I don't like movies that are only 90 minutes. If I'm paying that much, I like it to be at least 2 hours.

• If I think it will be good, and whether or not I am going to have to pay for it.

• If I think it'll be worth spending the money to see it, I will. Either that, or if my girlfriend wants to see it, even if I'd rather not see it.

• If I think the preview looks good and my friends say it's good, then I'll see it in the theater. Otherwise, I'll wait until it comes out on DVD.

• If I want to see a movie, I will probably see it eventually by renting it or borrowing it from someone, so the amount of interest in the movie comes into play when I decide whether to go to the theater and spend over $10 on a ticket and a snack. If I am very eager to see it, I'll spend the money, but if I can wait, I will.

• If I'm interested enough to see it based on its genre, reviews, actors, and filmmakers.

• If is something that I have seen previews for and really want to see, or if my friends are going

• If it appeals to me a ton or if I can wait for a cheaper price in Blockbuster

• If it appeals to me, i.e. good actor combos or good story.

• If it doesn't look good enough to pay the $7.50 for, then I'll wait for it to come out on video. Besides, when I actually have the time to see a movie, the theater movie has already stopped playing and will come out in stores soon.

• If it gets good ratings and if it is something that I absolutely can't wait til it comes out on video.

• If it gets really good reviews, looks good on the previews, seems to not be too sexual. If I can afford to go right then.

• If it has an interesting story or has mind blowing special effects.

• If it has good actors and a good director

• If it has good ratings or not, or if I hear good comments from friends and other people around me.

• If it is a romantic comedy that alot of people are talking about, and really enjoyed.

• If it is a sequel to a movie I already saw and liked I would definitely see it in the theater. If it is something that just catches my attention I will probably see it in the theater but if not, I would just watch it when it comes out.
If it is a story that is really intriguing, and if it is clean and I know it will be worth my money to go see. Otherwise, if it will end up being a movie I have to walk out on because I don't appreciate the language, scenes, or other criteria, it is not worth my money.

If it is a topic of conversation between friends or in the media I will see it in the theatre.

If it is actually in a nearby theatre, the amount of funds I have at the time, how excited I am to see the film.

If it is an action film, or if it got really good reviews from people I know and trust.

If it is based on a book I adore, if it has stellar reviews and the topic is something I find interesting, and if I have a date.

If it is something highly recommended by friends, if the plot looks like it has twists and turns, if there is a couple that looks cute together on screen, or if the plot just appeals like if its from a great novel, ill go see it in movie theatres if I get a chance, if I'm not able to ill see it out on video.

If it is something that I am not really excited about, I will wait. Or if I don't want to spend the $10 on a movie in the theater, I will wait to spend the $4 to rent it.

If it is suppose to be a really good money and I can't wait to see it.

If it looks amazing & I just can't wait to see it...I guess, basically, how much the movie has been promoted and hyped up.

If it looks as if it would be a "big screen movie", featuring excellent cinematography or special effects (such as Lord of the Rings or Star Wars), I'm more likely to see it in the theatre. Also, if it is a movie I've really anticipated seeing, I'll see it in the theatre.

If it looks good enough for me to spend the money and if the effects look like it would be something that would be enhanced by viewing it in the theater.

If it looks good enough to spend the money on.

If it looks good or not, and whether I have the time to see it.

If it looks good to me when I see previews, or, some I know really well has seen it and liked it, I try and go to it while it's in the theater.

If it looks like a movie I'll love and I know people who said it was good.

If it looks like a quality movie, has good reviews, and if I have money at the time to be able to go see it.

If it looks like it would really be enhanced by viewing on a Big screen e.g. Lord of the Rings or Starwars (epics) or if it looks so good I can't wait...

If it looks really appealing to me then I'm willing to pay the extra money to see it in theatres but otherwise I don't want to spend that cash.

If it looks really good and I don't feel like waiting for DVD or going to the movies is a social activity, I will go see it in theaters.

If it looks really good and my friends/significant other wants to go see it then I'll go to the theater. If its looks ok, or pretty good, then I'll usually rent it if others want to watch it also.

If it looks really good or think it would be really cool on a big screen.

If it looks really good then I will go see it in theaters. If it just looked okay or I have heard it's not that great from other people, I will wait and rent it.

If it looks really good, heard its really good and its worth spending the money.
• If it looks really good, or if it is highly anticipated (sequels, movies from books I've read)
• If it looks really good, and I really want to see it I'll see it in the theater. otherwise I'll wait for a VHS or DVD release of it.
• If it looks really stupid such as the scary movie series, then I'm not wasting money on in the theater when for two dollars I can rent it in a couple of months.
• If it looks so interesting that I feel I will be missing something if I don't see it on the big screen I will see it in the theater. If it looks interesting but I don't feel I NEED to see it I won't
• If it looks worth spending money on, or if it doesn't look that good, I'll wait until it's cheaper and rent it.
• If it sounds interesting to me, and worth my time and money.
• If it sounds really good or if I want to see the effects on a large screen.
• If it's a chickflick I will see it with my group of friends
• If it's a genre I particularly like or with a star I like, I will generally go see it. I have no patience.
• If it's a really good movie with awesome reviews.
• If its appropriate and if it has had decent reviews
• If its really good and seems to have a good plot/theme/idea...then I'll go see it in the theater otherwise I wait for it to come out on DVD
• If I've got some free time and a little extra cash, I'll go see it. Usually though, I wait for its release.
• If I've heard good reviews about a film and trust the people giving the reviews, I will usually go see it in the theater. However, if the movie simply doesn't look appealing, even with a good review, I would rather just wait until it came out on video.
• If I've heard really good things about it from critics/friends
• If my friends are going to go see it in theaters I will likely go with them, but otherwise, it just costs too much to go to the movies.
• If my friends are going to see it in the theater. If it is a movie that looks way to good to wait for. Or if I have money at the time.
• If my friends are going to see it or if it looks really good then I will see it before it gets released.
• If my friends go, I'll go unless it's a movie that got great reviews AND I am interested in seeing. otherwise I'll wait
• If my friends or a review said that it was excellent, or if the subject matter is appealing.
• If my friends say it's good or not--if I have enough money to go see it in theaters
• If my friends want to go, rating of the movie, advice from people who saw it.
• If my peers or family members recommend it to me, or if I hear several good reviews.
• If other people want to go and it looks REALLY good then I'll go, but otherwise I'll wait because I see no need to pay that much money to see a movie. I can buy it for that much in a couple of months.
• If people are going to a movie than I'll go with them to see it in the theater - but usually it's just a lot of time to take to go see a movie and I'm very busy. Plus, I don't feel like spending $20 in one night on a night at the movies when you can do other options and wait the month till it comes out on DVD.
• If people have recommended them, the preview looked good, good actors
• If the film is a long-awaited sequel, I will want to see it in theaters. Also, if the movie is based off of a book I have read and really enjoyed, I will also will most likely see it in theater.
• If the movie has all around good reviews from friends and sources.
• If the movie has been talked up or I was waiting for its release. Also if I simply have time to see a movie.
• If the overall experience of the movie will be lacking. or if I can't wait
• If the plot is feasible and sounds intriguing, good actors and actresses, topic that I like
• If the preview is interesting and if they draw you in. if reviews are good.
• If the preview is really really good, and If I have enough money to spend
• If the preview looks good plus there's a good review or one of those plus friends are family want to go see it.
• If the preview looks really good and I can get someone to see it with me, then I'll usually go.
• If the preview really grabs me, I'll go see it, otherwise I'll usually wait until I've heard the reviews or of friends that have seen it.
• If the previews in theaters show a good storyline or a love story, I will definitely go. If the preview doesn't catch my attention, then I will wait until the release.
• If the previews really attract my attention, or a group of friends want to go see it as well.
• If the trailers on TV look really really good and I've heard from others that it is worth it to see in the theater because of the big screen and such. And pretty much, if it's a Harry Potter movie, I'll definitely go see it in the theater.
• If there are bad reviews from my friends and the paper but I want to see it I will wait till it is on DVD. Or mix reviews from many different people I will wait to do see it till it's on DVD.
• If there is a good review I will probably want to go see it in the theater, but if I heard bad things about it but would like to see it for myself I would wait until it came out to rent...I don't want to spend that much money if it isn't good.
• I'll only go see a movie in theaters if I'm invited or if it's a movie that I have anticipated for a long time
• Interest level. If I really want to see it soon, and I'm afraid I may not get the chance to see it later, or if it gets great reviews from people I know, then I would go see the movie in the theater.
• Interest. If the plot interests me, I will make every effort to see the movie in the theater. But I can't justify spending money on a movie I don't think I'll enjoy.
It all depends on other that have seen it and whether or not the previews caught my attention. If I see some previews and like it and my friends say it was a good movie, then odds are I'll go see it before it comes out on video. If no one talks about the movie and the preview was nothing spectacular, then I will most likely wait until its release.

It all depends on whether or not the movie is got good circulation on TV and in other movie previews. If I don't hear about a movie, than I'm probably not going to see it. Also price is a factor. If a movie is only showing in a theater that has prices that are through the roof, than I am more likely to wait til it comes out for renting, or purchasing.

It depends if I find people who want to go and what I've heard about the film

It depends if I have to money to go and if I can find friends or other people to go with as well.

It depends if it interests me and I really want to see it, how much money I have at the time, what socially and academically my schedule is like, and how much other people I am with want to see it.

It depends on what the trailer or previews look like. It also depends on the reviews that the movie receives before coming out.

It has to be really interesting or I've heard great things about it, otherwise it is too expensive.

It has to be worth it enough for me to spend money. Usually something that will make me cry or feel good about myself.

It has to look good. By good I mean funny, cute or action filled. I do look for certain actresses and actors, but do not necessarily see all their movies.

It is mostly based on the amount of time and money I have. If I hear the movie is just ok by close friends I wait until it comes out for rental.

It really depends on how the previews looked, and whether or not there's anything playing that I would rather see. Sometimes I'll see a movie I had no interest in just because I'm out with friends and we just wanted to see a movie and it's the only thing we could all agree on.

It really depends on the reviews, the amount of money I have at the time, and the time I have to see it. Usually, movies are well worth my time and money. The cast and crew put a lot of time into them, and make it well worth the watch for the most part. if it's getting good reviews from people I know who have the same moral system as me, or a similar sense of humor, then I'll go see it.

It really depends. A lot of the time I really think a trailer looks interesting and I really want to see the movie, but I might not have a way to get to the theater or have money to spend.

It's not just one thing, it's ratings, reviews, recommendations from friends, award nominations, etc.

Just depends on how bad I want to see it, and if my friends share the same opinions with me.

Just depends on how my girlfriend and I are feeling that night, and how much money we want to spend.

Just depends on if I can make other plans if it wasn't so expensive I might go more
• Laziness, rather watch in the comfort of my home then go out, and the price
• Length of Movie, Actors, Poor Reviews
• Look for things like star quality, length, and time of year. I go see movies more in the winter.
• Media attention, special effects
• Money and friend reviews
• Money and friends going with me
• Mostly I base it on previews, but also on how much free time I have
• Mostly reviews by film critics and the personal opinions of friends and family members
• Mostly whether or not my friends are going, if it sounds interesting, sometimes it depends on whether or not it received good ratings.
• Motivation to go to the theater, having someone to see the movie with, and something in the commercial that captures my attention instantly
• My amount of free-time, my determination to see it. i.e. Lord of The Rings trilogy were all on the evening of their premieres. Also, if my friends are going I will too
• My friends reviews of the movie, if a lot of people are talking about it, if it has something meaningful to me in it
• My money situation, or a date.
• My mood at the time, alternative activities.
• Peer Reviews or amount of money I have to spend on the movies for the month.
• Perceived complexity of the plot, the amount of hype it gets (i.e the more hype, the less likely I want to see it in the theatre), the actors, the director, the time of year (more likely around Christmas and in the Summer).
• Plot of the film, what others say about it, actors in film
• Plot, actors/actresses and genre
• Popularity and friend recommendations.
• Popularity of the film, my schedule, who I am going to see it with, how well the movie seems to be put together
• Popularity, if I have time, if I can get someone to go with me, $, rating of movie, etc.
• Preview, movie reviews, genre
• Previews and how much money I have to spend for entertainment
• Previews, content, style, reviews,
• Previews, friend reviews
• Price of the theater, time that I have
• Price, location, length of film, etc.
• Price, Reasons for attending (something to do (socially))
• Quality of reviews and recommendations from friends or relatives.
• Quality, appeal, cast, director, genre.
• Rating and reviews
• Rating, the reviews, whether my friends are going to see it
• Ratings, amount of money I have
• Reviews and Friends reactions
• Reviews and Previews
• Reviews and previews
• Reviews from friends, if I think the previews on to look good
• Reviews from friends, previews and expense of a movie ticket.
• Reviews, and listening to people who I know that have the movie.
• Reviews, if my friends will go with me to it, and if I have money
• Reviews, quality of movie
• Reviews, recommendations from friends, if there is other stuff to do that is cheaper, time issues with homework
• Reviews, recommendations, personal taste, income (if I have the money to spend on a ticket)
• Reviews, time of theater release
• Reviews, topic, production crew, actors/actresses
• Reviews, trailers
• Reviews, which actor/directors, if it looks somewhat interesting or really interesting.
• Reviews..in paper or from friends
• Since seeing a movie in the theater I so expensive, it has to be really good for me to go see it, and if other people want to go. otherwise, I pretty much just wait till its release
• Some reviews, whether or not I like the trailer, I'll ask my brother.
• Story line, the reviews it got
• Subject matter, Critical reviews, My bank account
• Talk among friends about a movie they’ve seen. Convenient movie times to see the movie, otherwise I wait for the video.
• The "must see” quality of the movie, if it's an epic film (movies like Lord of the Rings, King Kong, or Star Wars must be seen with huge screen and great picture quality)
• The actors who are in it and whether o not my friends want to go see the movie too
• The director and how good the previews are.
• The movie has to be something that I am extremely interested in, otherwise I will wait until it comes out on video. The exception is if a girl REALLY wants to see the movie and I REALLY want to see the girl.
• The movie should be eye catching, unique, but not too obscure. A good preview or trailer will generally draw me in.
• The only time I go to a movie is when my friends invite me. I would rather watch it at home with friends, than pay an extra 10 dollars to sit in a crowded theatre.
• The Preview/Trailer for the film usually has the biggest impact over whether I go see the movie
• The previews and friends telling you if it's good or bad.
• The previews on TV and my friends’ opinion
• The quality and the anticipation
• The quality of reviews and comments by friends, the subject matter
• The reviews it gets and what other close family or friends have said about it
• The reviews of my friends, and of critics
The reviews that it gets, and if I think it is interesting
The things that affect me the most are visual appeal, actors, and friends. If these all line up then I usually go.
The topic of the film and what I have heard from other people about the film
The trailer and my friends' opinions
The trailers, mostly. If it has a director I like, strong actors, and an interesting premise, I'll almost always see it in the theater. Plus, I almost always discuss a movie with my brother (a film major) before seeing it.
The type of movie first and foremost, then the previews that are shown on TV or in other movies.
The type of movie it is, as well as how well I think I could relate or find humor in the movie. I believe there are several different ways a movie can attract viewers and most of that depends on the mood of the individual and the quality of the movie.
The way the movie looks in the previews or people giving good reviews
Time and convenience. Sometimes money.
Time of year, how busy I am, and if someone else wants to go see it badly.
Time price what I've heard about it location of closest theater playing it
Time, convenience, cost
Time, good reviews (published and word of mouth)
Time, money, how good it looks in comparison to the previous two (perceived value)
Time, money, where the movie is showing, reviews
Trailer and reviews/word of mouth
Trailer, story interest
Type of movie, reviews,
Usually a combination of seeing the trailer and reading both critic/fan reviews.
Usually how monumental the film was, the genre and whether or not it has one of my favorite actors or actresses in it. Generally speaking, the better the cast as a whole the more likely I am to see it in the theatre versus waiting to rent it.
Usually the previews and genre determine whether or not I will want to see it. The actors in the film usually have an influence as well.
Usually, if it comes out over the summer or winter because I'm broke, I'll go see it in the theater. Otherwise, I usually see movies that are comic book genre, or at least that's how it's working out, in theaters the rest of the year. Otherwise, I might just rent it if I didn't get a chance to see it before it left theaters. Usually good previews and good commercials for a movie influence me to see something earlier than when it comes out on DVD or whatever.
What friends tell me if they have seen the movie or how bad I want to see it.
What I have heard from others about it, if it looks like I might not really enjoy it in the theater, I will wait until I can rent it for less money
What I have heard from reviews and other friends as well as who I would be going with.
What I hear about it and how busy I am
• What I've heard about it from people I know/value their opinion and the subject matter. If it looks like it'll be amazing or it's produced by someone I like, I'll see it in the theater- otherwise I'll wait.
• What kind of movie it is, how much the trailer and reviews impacted me, price, ticket availability (better in Fort Wayne than Holland).
• What kind of movie it is. What I've heard of it
• What my friends say about the film, as well as how enticing it is from the trailers on both television and before other films.
• What my friends say, the reviews, what I think of the previews.
• What other people have said about it or how good it looks from the previews
• What reviews it's gotten. If it's been recommended by friends, and they're going, I'll see it in theaters. If it seems okay, I'll just wait for a day when I have nothing to do.
• What the movie is about and also what category the movie falls into. I would be more willing to see a movie in the theater that would be best seen in a quality viewing setting
• What the plot is and who stars in it.
• What theatre it is showing at, the price of tickets and the number of theatres it is showing in
• What type of movie it is, who stars in the film, reviews from professionals and from my peers.
• When I see a trailer on TV or on the internet, if the film seems really interesting, I will usually make it a point to go if I have time. Otherwise, I will wait until it comes out on DVD. If friends or family is going to the movie, I will go with them usually no matter what movie they are going to see.
• Whether I have the money to go see the movie, If I've heard it is a good movie, If my girlfriend really wants to go to it
• Whether I have the money to go to the movies, if there is anyone that wants to go with me while it is in theatres, if I can get to the theatre (time and transportation), and if it's showing in the theatre near me.
• Whether I have the money, and how I feel about the way the film looks, and if anyone I know has seen it, how they feel about it.
• Whether I have time and money to go to the movie theatre.
• Whether I have time to go to the movies or if I feel like paying for it
• Whether it got good reviews and what other people say.
• Whether its a comedy or not and the actors in it
• Whether or not anyone will go with me or if I have the money
• Whether or not friends recommend it, the trailers I have seen on TV
• Whether or not I feel lazy or have money
• Whether or not I have the chance to make it to the movie while it is still in theaters. Also, it is cheaper to rent movies.
• Whether or not I have the time and someone to go with.
• Whether or not it looks really good or if it looks like there will be parts I wont especially like, or whether or not my friends want to go see it in the theater
• Whether or not my friends want to go to it or depending on how good it looks. Also if it's a production studio that continually comes out with good movies like Pixar I will almost always see it in the theater if I can.
• Whether or not someone will go with me to the theatres or if I have money.
• Whether or not the movie is associated with my interests and whether my friends want to go with me to see the movie.
• Whether or not the people I am going with want to see it or if the previews and trailers look good enough to see it.
• Whether or not the trailer gives me goosebumps, if it's a foreign (anime) film, or has very, very many shiny special effects.
• Whether the movie is based on a book, or a series of movies that I already have previous interest in. Timing of release and the price of tickets.
• Whether the movie looks to be worth the 7 bucks I'm going to spend to see it once, but a bigger factor is time.
• Whether the preview of it draws my attention, and occasionally, but rarely, who is acting in it, if it appeals to me and I like the actor I will definitely go see it in theatres.
• Whether the previews are favorable, and what the critics say about the movie affect my decision most greatly. I will see a movie if my friends enjoy it, but I am more likely to see a critically acclaimed movie than a teen comedy.
• Whether the previews of the movie grab me and whether I will feel moved by the movie and can't wait for it to come out on video so I have to go and see it right away.
• Who is starring in the movie, and how attractive the plot is.
• Write ups; story line