

Methodology

Overview

I created a survey via [surveymonkey.com](https://www.surveymonkey.com) with questions involving demographic information, the respondent's relationship with the Star Wars franchise, and their preferences regarding the franchise. I shared the survey through various social media outlets including facebook, twitter, LinkedIn, reddit, and Tumblr.

Over the course of only 3 days, I was able to collect 1304 responses. Initially, I had created separate response buckets in order to differentiate between the source of the response, however, due to user error, the same link was shared on all but one outlet. As such, I am unable to differentiate between responses from individual subreddits, or even between those who came from facebook and those who came from reddit. I suspect this introduces a slight bias into my data set, as some communities garnered far more responses than others. For example, my posts on [starwarsu.reddit.com](https://www.reddit.com/r/starwars) and [swtor.reddit.com](https://www.reddit.com/r/swtor) many more comments and votes than in comparable metrics on other subreddits and social media outlets. Judging by the comments in these subreddits compared to other locations, there tends to be a slightly more negative bias towards the newer films in these communities.

I received some feedback that the survey was too long, but with an 81% completion rate, I believe the length of the survey struck a good balance between "collecting enough data" and "respecting the respondents' time." On average, the survey took 8m:03s to complete.

I also received feedback suggesting other questions I should have asked; most of which were excellent suggestions. My original survey was over 100 questions long. I would have loved to include more data points, but I had to trim the survey down in order to ensure an acceptable completion rate. This [Survey Monkey Research](#) demonstrated that abandon rates significantly increase for surveys that took more than 8 minutes to complete. I retook the survey after every ~10 questions I trimmed until my completion time was under 7 minutes. Ultimately, I hit the mark almost exactly where I intended to with the length of the survey.

Another common piece of feedback I received was that there was a lot of redundancy in the questions. This was entirely intentional. An example is how I had each respondent rate each film 1-10 and ALSO put them in order from favorite to least favorite. I wanted to see how people's opinions were affected when assessing something individually rather than relative to a group and vice versa. For similar reasons, I had each respondent rate individual subplots in *The Last Jedi*, as it allowed me to see how people judge the parts vs the whole.

Survey

Demographics

1. Age:
2. Gender:
3. Political Affiliation
4. Education Level
5. Are you married?
6. Do you have children?

General Film Opinions

7. Rank the Star Wars films (favorite on top)
8. Rate *The Phantom Menace* from 1-10
9. Rate *Attack of the Clones* from 1-10
10. Rate *Revenge of the Sith* from 1-10
11. Rate *A New Hope* from 1-10

12. Rate The Empire Strikes Back from 1-10
13. Rate Return of the Jedi from 1-10
14. Rate The Force Awakens from 1-10
15. Rate The Last Jedi from 1-10
16. Rate Rogue One from 1-10
17. Rate Solo: A Star Wars Story from 1-10

Personal History with the Star Wars Franchise

18. What was the first Star Wars film you ever watched?
19. What was the first Star Wars film you ever watched in Theater?
20. What was your first exposure to Star Wars?

Consumption of Star Wars Media Outside of the Films

21. How many Legends EU Novels have you read?
22. What is your overall opinion of the Legends EU?
23. Do you agree with the direction post-OT Legends novels took the story?
24. How many Canon Novels have you read?
25. What is your overall opinion of the canon novels?
26. Do you agree with the direction post-OT canon novels took the story?
27. Have you read any legends comic books?
28. What is your overall opinion of the Legends comic books?
29. Have you read any canon comic books?
30. What is your overall opinion of the canon comic books?

The Last Jedi Opinions

31. Do you generally approve of The Last Jedi?
32. What is your general sentiment toward The Last Jedi?
33. What was your general sentiment toward The Last Jedi after your initial viewing?
34. Do you approve of the direction of Luke's character?
35. Rate the Rey & Kylo plot 1-10
36. Rate the Rebel chase plot 1-10
37. Rate the Finn & Rose plot 1-10
38. What was your reception to the scene where Leia used the force?
39. What was your reception to the light speed kamikaze scene?
40. What was your reception to Snoke's death scene?
41. What was your reception to Rey's parentage reveal?
42. Should Finn have died?
43. Rate the writing in The Last Jedi 1-10
44. Rate the cinematography in The Last Jedi 1-10
45. Rate the special effects in The Last Jedi 1-10
46. Rate the acting in The Last Jedi 1-10
47. Rate the comedy in The Last Jedi 1-10
48. Rate the world-building in The Last Jedi 1-10
49. Rate the adherence to lore in The Last Jedi 1-10
50. Who was your favorite character in The Last Jedi?
51. Who was your least favorite character in The Last Jedi?
52. Rate Yoda's appearance in The Last Jedi 1-10
53. Rate the throne room duel in The Last Jedi 1-10
54. Rate the Kylo vs Luke scene in The Last Jedi 1-10
55. Rate Luke's death scene in The Last Jedi 1-10

56. Would you like to see another Star Wars film by Rian Johnson?
57. Did you approve of the overall themes explored in The Last Jedi?
58. Did The Last Jedi leave you excited for Episode 9?

Other

59. What do you value most in a Star Wars film?
60. Do you prefer stories about Jedi, or about space battles?
61. Do you like Jar-Jar?
62. Do you like Battle Droids?
63. Do you like ewoks?
64. Do you like porgs?
65. Which Trooper design do you prefer?
66. What is your favorite Star Wars Character?
67. Comments: