GREAT ASBY CINEMA AUDIENCE SURVEY 2017

Results of an online survey conducted via SurveyMonkey

The 96 members of the Asby Parish Message Service were requested to complete this survey.
A total of 34 people completed the survey (32 online and two using a printed copy).
Of these almost half had not attended any of the previous year's screening.

The first part of this report presents a commentary on the results and, where appropriate compares responses from attendees and non-attendees.
The second part is a table summarizing the results for attendees, non-attendees, and overall.
Finally, an Appendix gives the overall 'raw' analysis directly extracted from the SurveyMonkey system.

Geoff Johnson

2 February 2017

1. COMMENTARY

A note of caution

The numbers of respondents to this survey precludes too much fine detail analysis, especially when comparing 15 'non-attendees' with 19 'attendees'. Consequently this commentary only attempts to make observations where truly significant differences are apparent. Further, such comments are based purely on a 'feel' for the data rather than rigorous statistical analysis.

1.1 Attendance

The survey was completed by 34 respondents, 19 of whom had attended at least one screening in 2016 whilst 15 had not attended any. Of the attendees most had come regularly though not by any means to every film.

1.2 Reasons for non-attendance

Question 2 asked people to identify the principal reason for not attending more often than they had. The most prominent reply was that they were 'I was away a lot or had other commitments'. This might be thought of as a convenient 'excuse'. However, a much larger proportion of attendees than non-attendees cited this reason suggesting that it was probably a genuine response.

Satisfyingly, nobody cited a lack of awareness of the screening dates, not knowing other attendees, thinking membership was required, nor indeed a preference for travelling to a commercial cinema.

A third of non-attendees cited 'other' reasons, including 'uncomfortable chairs'.
Overall only three people said it was due to the choice of films.

1.3 Advertising channel

Results were consistent between attendees and non-attendees:.
- 74% made use of the parish website / message service
- 59% made use of "Asby Matters"
- 3 people mentioned posters and 2 relied upon 'word of mouth'.

1.4 Good Features of Asby Cinema

All suggested features of a community cinema seemed well appreciated by those who currently attend.
Clearly non-attendees were less able to comment, indeed 40% offered no response.
For attendees the top three features were:
- 'I enjoy the atmosphere of watching films in a community setting'
- 'I like to be able to bring a bottle'
- 'I get to see movies I would otherwise have missed'.

1.5 Bad Features of Asby Cinema

Of the 19 attendees 13 made comments in answer to this question. However most of these comments actually boiled down to "No" i.e. they could not really cite any bad features.
There were a couple of comments on the temperature of the room especially in winter.
One person was not at all keen on the mid-film interval.
(See the Appendix, Question 5, for all the comments made.)

1.6 Film Preferences - Genres

Both overall and specifically amongst attendees the most favoured categories of film were:

- Comedy (74% of attendees)
- Historical/Period Drama (74% of attendees)
- Thrillers (68% of attendees)
- Crime Drama (63% of attendees)
- World Cinema (47% of attendees)

Interestingly non-attendees were significantly less attracted to each of these genres. Non-attendees were also rather more interested in Fantasy movies, though 20% of non-attendees made no response to this question.

1.7 Film Preferences – Film Vintage

There was a consistent response between both sections of respondents.
Current and recent releases (last 5 years) were overwhelmingly the most popular.

1.8 Film Preferences – Country/Language

British films were the clear winner here (100% of attendees, and 100% of non-attendees expressing a preference).
Amongst attendees, American and Foreign Language films scored roughly equally well.

1.9 I Like Films which are...

Both sections of respondents expressed a particular interest in films which 'Have a gripping plot' (84% of attendees).
Attendees also cited the following, though in each case these were less popular with non-attendees:

- Heart warming (84% of attendees)
- Make me think/consider points of view I would not normally (63% of attendees)
- Are suberbly acted regardless of the subject matter (53% of attendees).

1.10 How can we Improve?

Of the suggested answers, "Themed Evenings" was the most often selected; by 53% of attendees.
Second, with 37%, was "More Classic Films".

Six people suggested other answers (see Appendix, question 10).
Three of the non-attendees made comments here, namely:

- "I'm not really a film watcher"
- "Think I shoud just bring a cushion and a bottle and give it a go"
- "Love the take out pizza idea, really hope we can make a screening soon".

2. SURVEY ANALYSIS

The survey results were analysed both in terms of the overall response and in an attempt to compare the views of non-attendees with those who had attended at least once during 2016.

	Totals for NON-Attendees	Totals for ATTENDEES	OVERALL TOTALS	%s for NON-Attendees	%s for ATTENDEES	OVERALL %s
Question 1 - Attendance						
Most, if not all		3	3		**16%**	**9%**
At least a half		6	6		**32%**	**18%**
Two or three		7	7		**37%**	**21%**
Only one		3	3		**16%**	**9%**
None	15		15	**100%**		**44%**
Question 2 - reason for non-attendance						
Didn't like the films		2	2		**11%**	**6%**
Not aware of dates						
Away a lot, or other commitments	4	10	14	**27%**	**53%**	**41%**
Don't know anyone who goes						
Thought you had to be a member						
Inconvenient timings	2	1	3	**13%**	**5%**	**9%**
Prefer to watch at home	1	1	2	**7%**	**5%**	**6%**
Prefer to travel to a commercial cinema						
Don't like watching movies	3		3	**20%**		**9%**
Other	5	4	9	**33%**	**21%**	**26%**
Question 3 - Advertising channel						
Via parish website / Message service	11	14	25	**73%**	**74%**	**74%**
Asby Matters	9	11	20	**60%**	**58%**	**59%**
Posters	2	1	3	**13%**	**5%**	**9%**
Word of mouth		2	2		**11%**	**6%**

Question 4 - Good Features of Asby Cinema						
Don't need to travel	2	13	15	**13%**	**68%**	**44%**
Watch in company	1	13	14	**7%**	**68%**	**41%**
Better equiopment than at home		11	11		**58%**	**32%**
See things I would have missed	2	14	16	**13%**	**74%**	**47%**
Enjoy watching in a community setting	1	17	18	**7%**	**89%**	**53%**
Like to be able to Bring a Bottle	3	15	18	**20%**	**79%**	**53%**
Enjoy interval breaks.		8	8		**42%**	**24%**
See different films to those I usually watch	2	8	10	**13%**	**42%**	**29%**
NO RESPONSE	6		6	**40%**		**18%**
Other	5	4	9	**33%**	**21%**	**26%**
Question 5 - Bad Features						
Comments	1	13	14	**7%**	**68%**	**41%**
NO RESPONSE	14	6	20	**93%**	**32%**	**59%**
Question 6 - Preferred genres						
Comedy	7	14	21	**47%**	**74%**	**62%**
War films						
Historical/Period Drama	4	14	18	**27%**	**74%**	**53%**
Action/Adventure	6	8	14	**40%**	**42%**	**41%**
Crime Drama	5	12	17	**33%**	**63%**	**50%**
Thrillers	4	13	17	**27%**	**68%**	**50%**
Musicals	4	4	8	**27%**	**21%**	**24%**
Horror						
Westerns						
Documentaries	1	5	6	**7%**	**26%**	**18%**
World Cinema	1	9	10	**7%**	**47%**	**29%**
Science Fiction	2	2	4	**13%**	**11%**	**12%**
Animation		5	5		**26%**	**15%**
Rom-Com	3	5	8	**20%**	**26%**	**24%**
Fantasy	5	3	8	**33%**	**16%**	**24%**
NO RESPONSE	3		3	**20%**		**9%**

Question 7 - Preferred vintages						
Current releases	8	15	23	**53%**	**79%**	**68%**
Recent releases (last 5 years)	8	16	24	**53%**	**84%**	**71%**
1990s & 2000s	2	5	7	**13%**	**26%**	**21%**
60s, 70s & 80s	4	7	11	**27%**	**37%**	**32%**
Earlier films		5	5		**26%**	**15%**
NO RESPONSE	3		3	**20%**		**9%**
Question 8 - Preferred Country/Language						
British	12	19	31	**80%**	**100%**	**91%**
American	6	11	17	**40%**	**58%**	**50%**
Foreign Language	3	10	13	**20%**	**53%**	**38%**
NO RESPONSE	3		3	**20%**		**9%**
Question 9 - I like films which are…						
Heart warming	6	16	22	**40%**	**84%**	**65%**
Gripping plot	10	16	26	**67%**	**84%**	**76%**
Well acted	3	10	13	**20%**	**53%**	**38%**
Make me think	2	12	14	**13%**	**63%**	**41%**
Escapist	5	8	13	**33%**	**42%**	**38%**
NO RESPONSE	3		3	**20%**		**9%**
Question 10 - How me can improve						
More family films		2	2		**11%**	**6%**
Themed evenings	3	10	13	**20%**	**53%**	**38%**
More classic films	1	7	8	**7%**	**37%**	**24%**
I'd come if I knew more people						
NO RESPONSE	8	2	10	**53%**	**11%**	**29%**
Other	3	3	6	**20%**	**16%**	**18%**

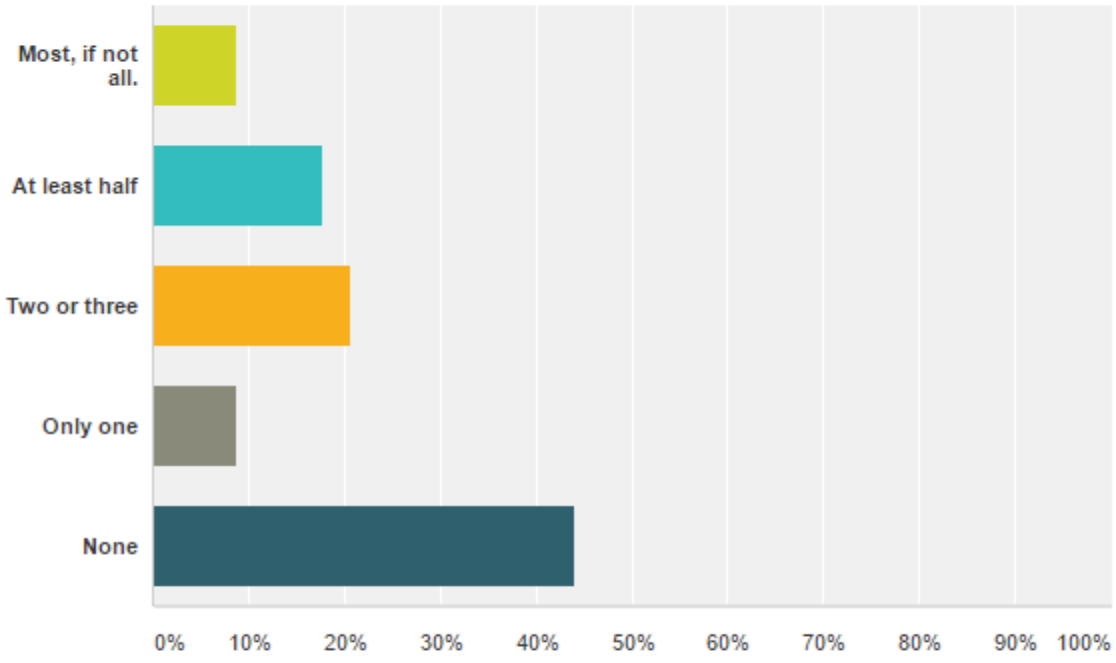
APPENDIX
OVERALL RESULTS FROM SURVEYMONKEY

The following pages show the 'raw' results extracted from the SurveyMonkey system

Q1 Customize Export

Approximately what proportion of our 2016 screenings did you attend?

Answered: 34 Skipped: 0

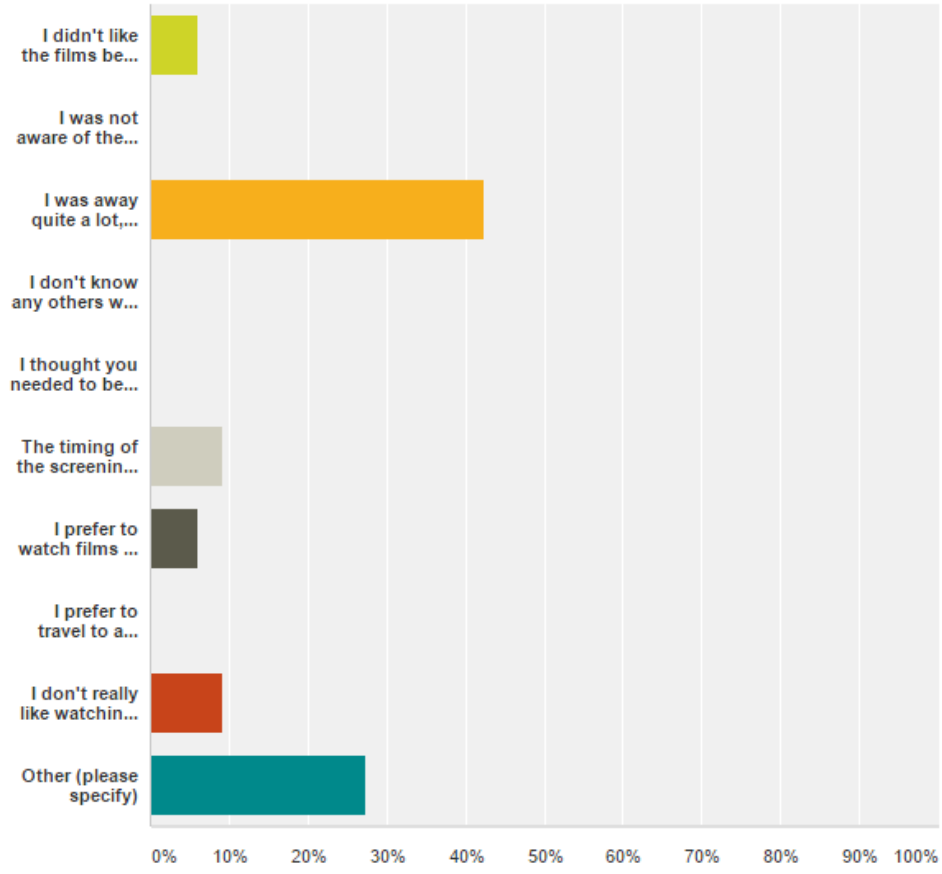


Answer Choices	Responses	
Most, if not all.	8.82%	3
At least half	17.65%	6
Two or three	20.59%	7
Only one	8.82%	3
None	44.12%	15
Total		34

Q2 Customize Export

We would obviously like to encourage you to attend more often.Please indicate the PRINCIPAL reason that prevented you from doing so in 2016.

Answered: 33 Skipped: 1



Answer Choices	Responses	
I didn't like the films being shown.	6.06%	2
I was not aware of the dates/details of the screenings.	0.00%	0
I was away quite a lot, or had other commitments on the day.	42.42%	14
I don't know any others who go.	0.00%	0
I thought you needed to be a member to attend.	0.00%	0
The timing of the screenings wasn't convenient for me.	9.09%	3
I prefer to watch films on my home TV.	6.06%	2
I prefer to travel to a commercial cinema.	0.00%	0
I don't really like watching movies.	9.09%	3
Other (please specify) Responses	27.27%	9
Total		33

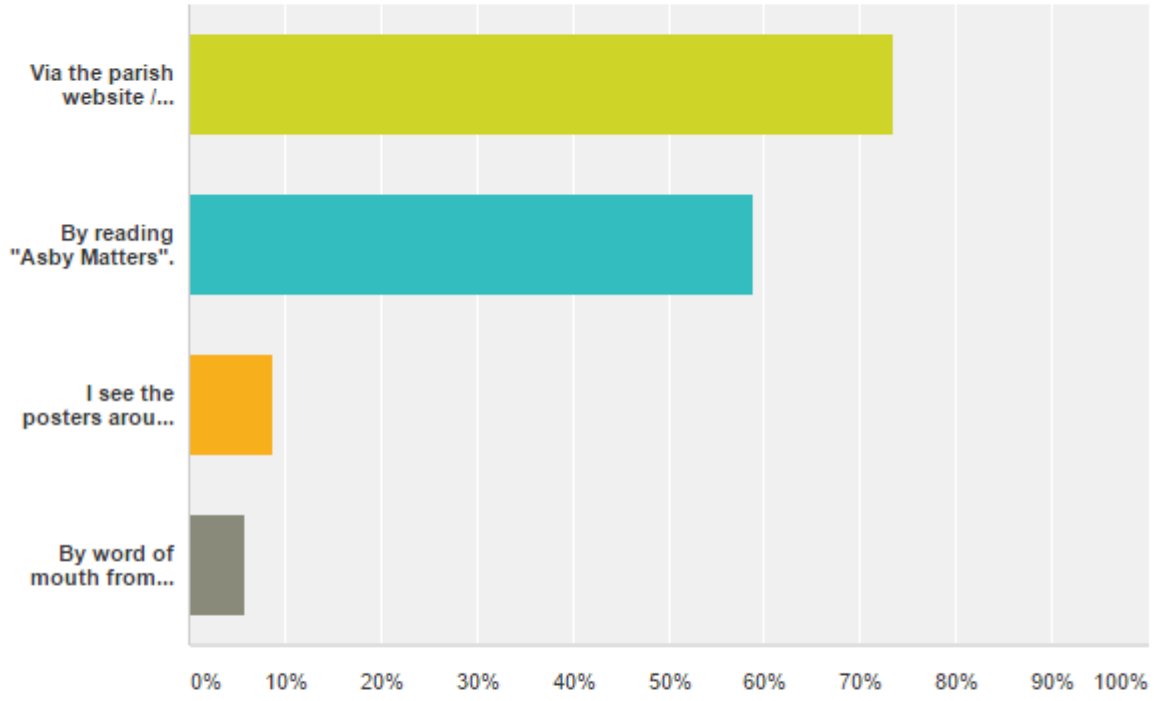
The "Other" responses were:

- Mostly because I don't feel like going out
- To be honest, the thought of sitting on the village hall chairs for a few hours, puts me off. Sorry
- Didn't want to see Still Alice, not too keen on child focused evenings!
- I only moved to Great Asby in October 2016
- Cinema dates just clashed with other things, otherwise I would have attended
- We had already seen most of the film's and for the remainder we were otherwise committed
- Would love to attend, hope some of the dates are good for me in 2017
- Didn't want to see 'Still Alice', Didn't want to spend the evening with children for BFG!
- Not well enough organised / didn't spot any films I really wanted to see

Q3 Customize Export

Which is the main way(s) that you find out about our film screenings?

Answered: 34 Skipped: 0

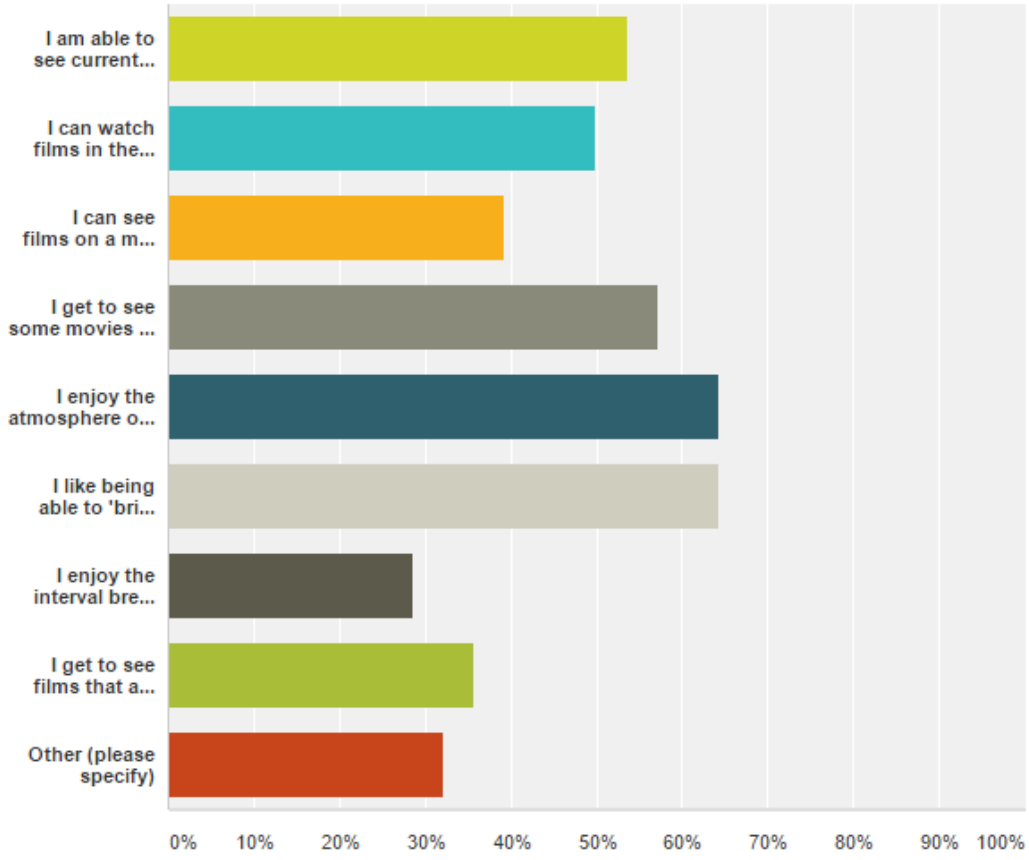


Answer Choices	Responses	
Via the parish website / message service.	73.53%	25
By reading "Asby Matters".	58.82%	20
I see the posters around the village.	8.82%	3
By word of mouth from friends/neighbours.	5.88%	2
Total Respondents: 34		

Q4 Customize Export

What do you particularly like about Great Asby Cinema?(Select as many as you wish.)

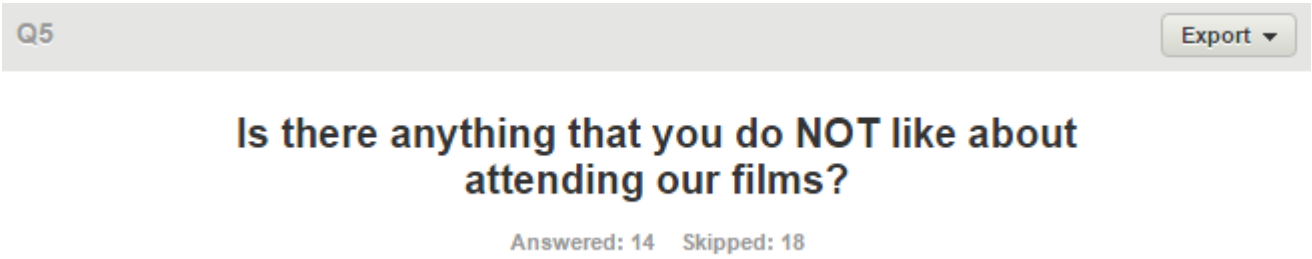
Answered: 28 Skipped: 6



Answer Choices	Responses	
I am able to see current movies without having to travel.	53.57%	15
I can watch films in the company of friends and neighbours.	50.00%	14
I can see films on a much bigger screen and with better sound than I can at home.	39.29%	11
I get to see some movies I would otherwise have missed.	57.14%	16
I enjoy the atmosphere of watching films in a community setting.	64.29%	18
I like being able to 'bring a bottle'.	64.29%	18
I enjoy the interval break with a chance to chat and buy cinema treats.	28.57%	8
I get to see films that are a bit different from those I usually watch.	35.71%	10
Other (please specify) Responses	32.14%	9
Total Respondents: 28		

The “Other” responses were:

- Not applicable - never visited Great Asby Cinema
- If my Grandchildren are here I like to bring them to the family films.
- Haven't been
- Can't really comment as haven't been, but would imagine all the above could apply
- Not been yet
- As a new person in the village it's an opportunity to meet people here
- Haven't managed to get to one yet - but these are the reasons I want to!
- It's a great sociable idea but as we have failed to get to any we can't really comment
- It’s local



There were 14 answers, as follows:

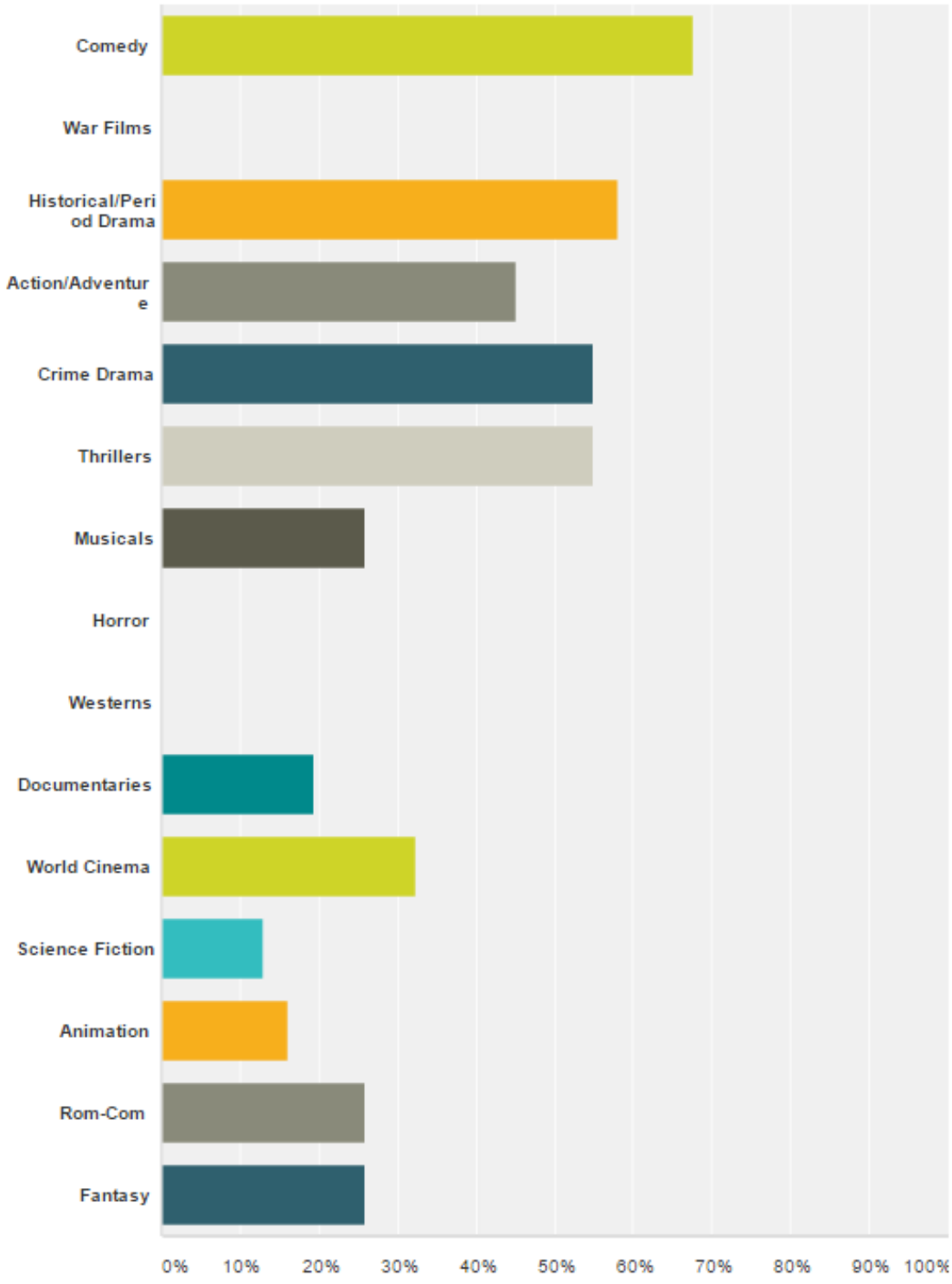
- Not applicable - never visited Great Asby Cinema
- If I am being honest I prefer to watch films in the comfort of my own home.
- No. I think you have a good formula
- I'm slightly awkward about the table setting, cos, as a newby in the village, it's hard to know where it's ok or not to sit and then to feel you stick out like a sore thumb.
- The temperature in the hall can be a bit cool.
- Nothing. Its great.
- No in principle, just haven't managed to attend yet!
- I would prefer it if there was no break in the middle as it often interrupts the flow of the film. It also means that the whole evening can be quite long and this itself can be off putting on cold winter nights.
- No – 6 times.

Q6

Customize Export

What types of film would you like Asby Cinema to show?

Answered: 31 Skipped: 3

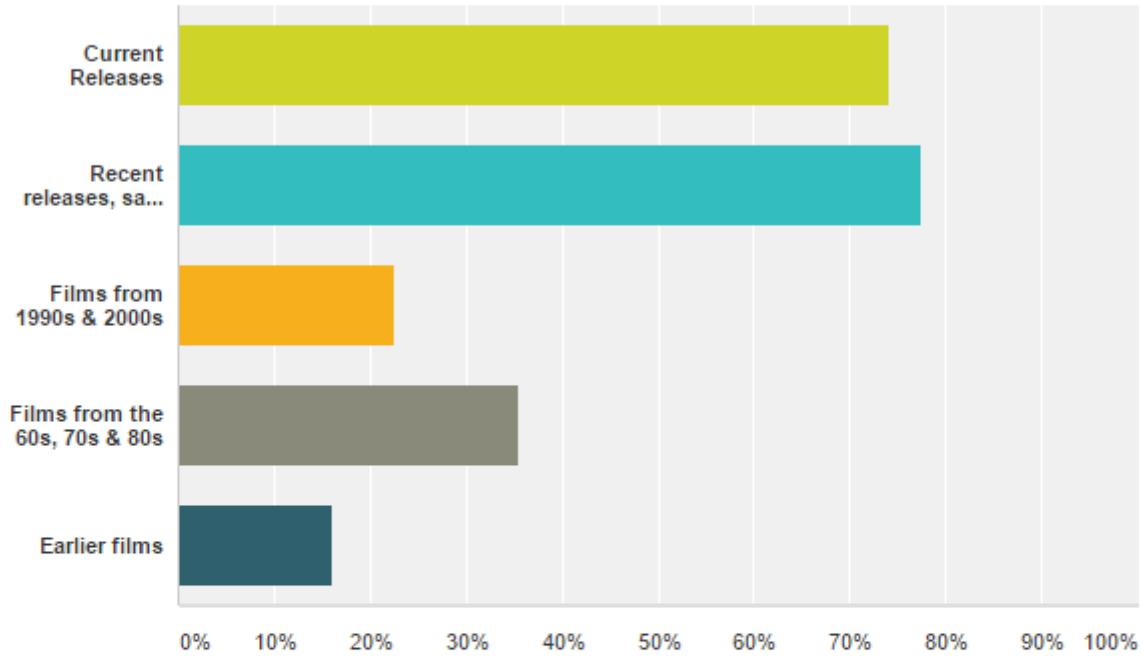


Answer Choices	Responses	
Comedy	67.74%	21
War Films	0.00%	0
Historical/Period Drama	58.06%	18
Action/Adventure	45.16%	14
Crime Drama	54.84%	17
Thrillers	54.84%	17
Musicals	25.81%	8
Horror	0.00%	0
Westerns	0.00%	0
Documentaries	19.35%	6
World Cinema	32.26%	10
Science Fiction	12.90%	4
Animation	16.13%	5
Rom-Com	25.81%	8
Fantasy	25.81%	8
Total Respondents: 31		

Q7 Customize Export

Vintage of Film

Answered: 31 Skipped: 3

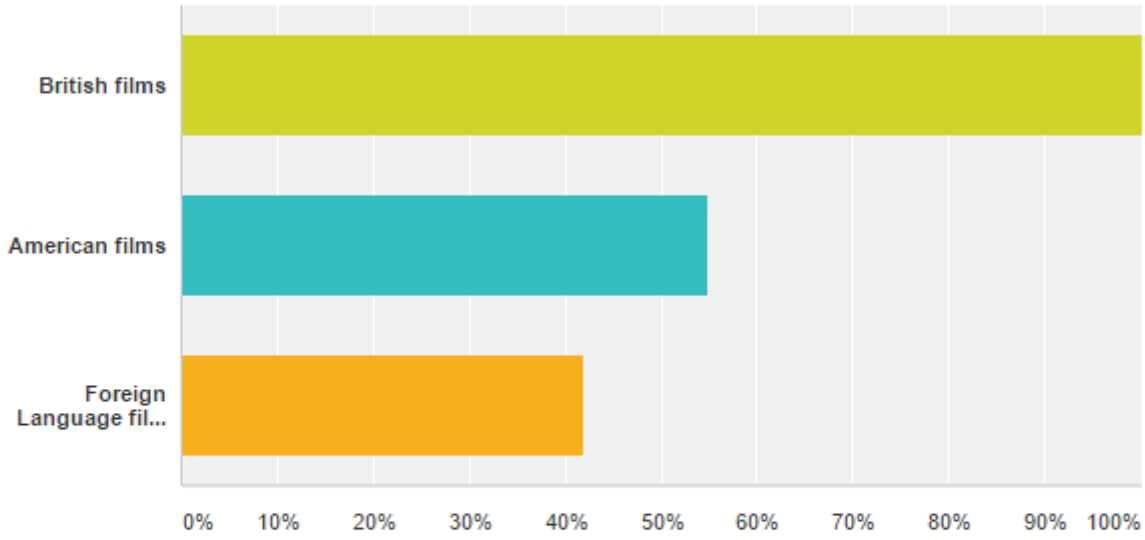


Answer Choices	Responses	
Current Releases	74.19%	23
Recent releases, say during the last 5 years	77.42%	24
Films from 1990s & 2000s	22.58%	7
Films from the 60s, 70s & 80s	35.48%	11
Earlier films	16.13%	5
Total Respondents: 31		

Q8 Customize Export

Country / Language

Answered: 31 Skipped: 3



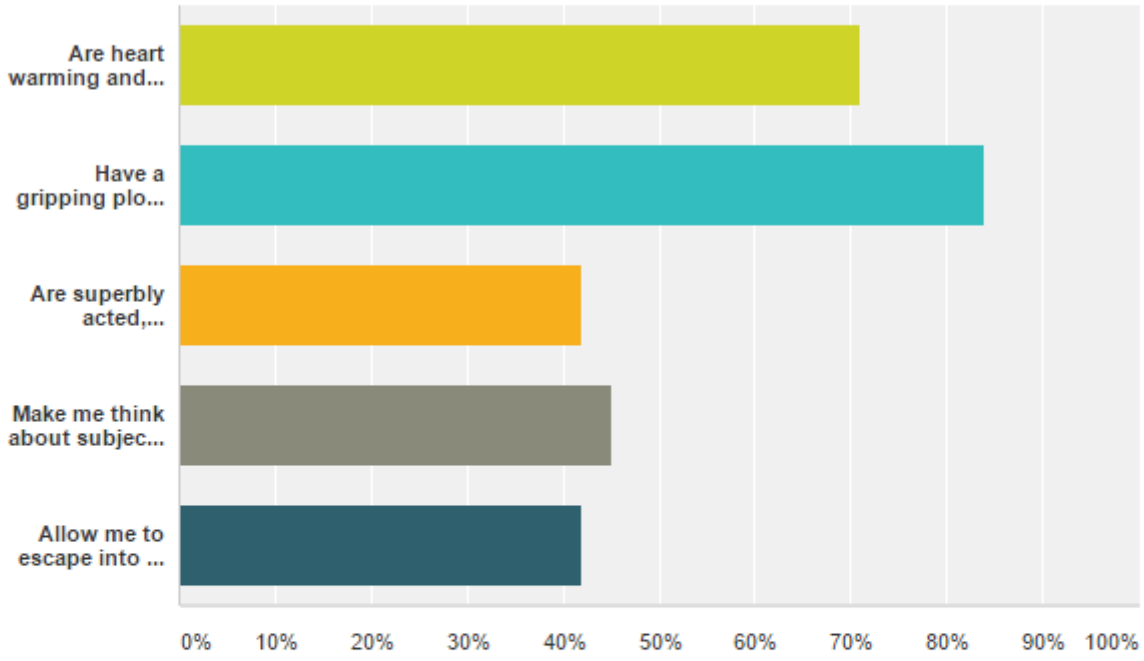
Answer Choices	Responses	
British films	100.00%	31
American films	54.84%	17
Foreign Language films (with English sub-titles)	41.94%	13
Total Respondents: 31		

Q9

Customize Export

I like films which...

Answered: 31 Skipped: 3



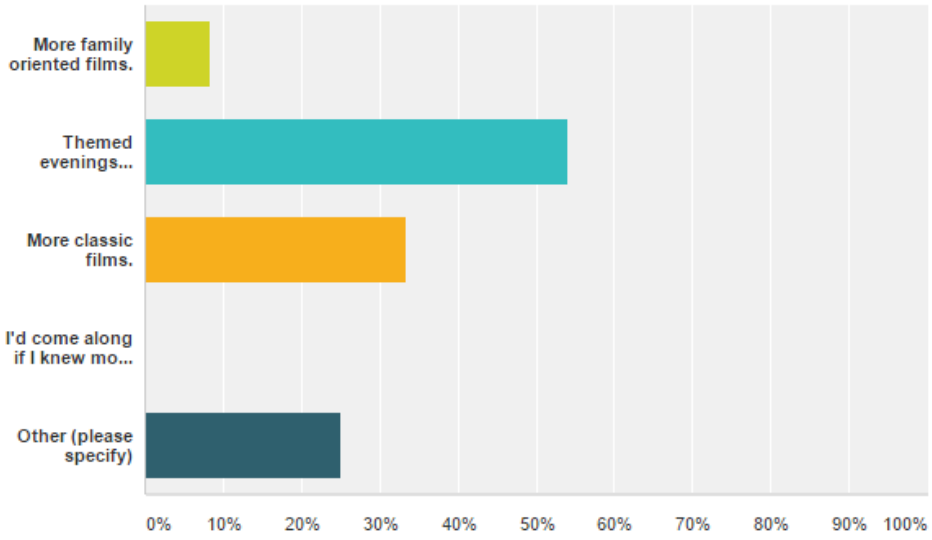
Answer Choices	Responses	
Are heart warming and leave a smile on my face.	70.97%	22
Have a gripping plot that really holds my attention throughout.	83.87%	26
Are superbly acted, regardles of the subject matter.	41.94%	13
Make me think about subjects / points of view that I would not normally consider.	45.16%	14
Allow me to escape into a different world.	41.94%	13
Total Respondents: 31		

Q10

Customize Export

Which of these ideas, if any, would improve your experience of Great Asby Cinema, or encourage you to attend more of our screenings?

Answered: 24 Skipped: 10



Answer Choices		Responses	
More family oriented films.		8.33%	2
Themed evenings (possibly including appropriate food).		54.17%	13
More classic films.		33.33%	8
I'd come along if I knew more people who were going.		0.00%	0
Other (please specify)	Responses	25.00%	6
Total Respondents: 24			

Showing 6 responses

Think I should just bring a cushion and a bottle and give it a go....
1/20/2017 12:02 PM View respondent's answers

I'd definitely like some serious topic movies to be included, but am also happy to try anything.
1/13/2017 4:45 PM View respondent's answers

Love the take out pizza idea - really hope we can make a screening soon.
1/11/2017 9:53 AM View respondent's answers

timing and whether film previous seen mainly determines attendance
1/11/2017 9:11 AM View respondent's answers

I,m just not really a film watcher
1/10/2017 6:41 PM View respondent's answers

The occasional world cinema film.
1/10/2017 3:59 PM View respondent's answers

Total Respondents: 22