



Constant Contact Survey Results

Survey Name: Downing Film Center Customer Feedback Survey 2017

Response Status: Partial & Completed

Filter: None

4/8/2018 1:31 PM EDT

TextBlock:

We at the Downing Film Center greatly appreciate your patronage, and we continually strive to improve your experience at the Downing. Your feedback is important to us, and we invite you to complete this survey to share your perspectives.

*How would you rate the following?

1 = Poor, 2 = Fair, 3 = Average, 4 = Good, 5 = Excellent

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Theater location						306	4.1
Parking						306	3.1
Security/safety of location						306	3.7
Theater atmosphere						306	4.4
Theater staff						306	4.8

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

*How would you rate the following?

1 = Poor, 2 = Fair, 3 = Average, 4 = Good, 5 = Excellent

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Film quality (picture, sound)						304	4.5
Film offerings						304	4.7
Film scheduling (showtimes)						304	4.3
Ticket prices						304	4.6
Ticketing process						304	4.5
Concession selection						304	4.4
Concession pricing						304	4.4
Comfort of the seating						304	4.0
Overall experience						304	4.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

* Where do you obtain film and schedule information for the Downing? Please check all that apply and indicate your primary information source in the comment box.

Answer	0%	100%	Number of Response(s)	Response Ratio
Downing website			206	67.7 %
Downing e-newsletter			180	59.2 %
Print newspaper(s) (please list in the comment section)			48	15.7 %
Social media (e.g., Facebook)			11	3.6 %
Film websites (e.g., Fandango, Moviefone, Google; please specify in the comment section)			24	7.8 %
Other			9	2.9 %
Totals			304	100%

* Have you attended any of the special screenings we offer, such as National Theatre Live productions, classic films, local films, and holiday/thematic films?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			132	42.3 %
No			175	56.0 %
No Response(s)			5	1.6 %
Totals			312	100%

* If you have NOT attended any of our special screenings, please share your reason (check all that apply).

Answer	0%	100%	Number of Response(s)	Response Ratio
Scheduling conflicts			96	54.8 %
Inadequate publicity			30	17.1 %
Lack of interest in offerings			44	25.1 %
Other			24	13.7 %
Totals			175	100%

What do you like best about the Downing experience?

241 Response(s)

How might we improve the Downing experience or film offerings?

169 Response(s)

***How likely are you to recommend the Downing to others?**

1 = Not likely at all, 2 = Somewhat likely, 3 = Very likely

	1	2	3	Number of Response(s)	Rating Score*
				291	2.9

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

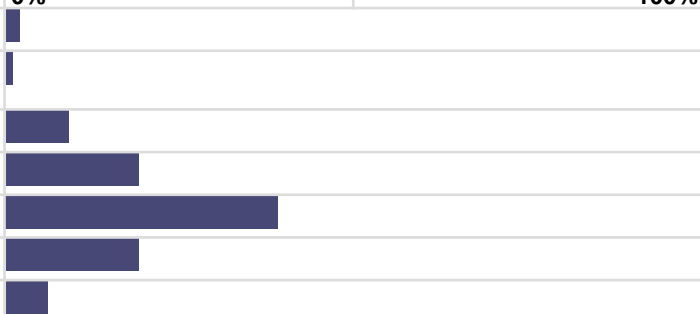
Please share any additional feedback that you might have.

67 Response(s)

TextBlock:

Please share a little information about yourself.

***Approximately how long have you been a Downing patron?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 6 months			8	2.5 %
Between 6 months and 1 year			4	1.2 %
1-3 years			31	9.9 %
3-5 years			62	19.8 %
5-10 years			124	39.7 %
More than 10 years			62	19.8 %
No Response(s)			21	6.7 %
Totals			312	100%

* Approximately how often do you frequent the Downing?

Answer	0%	100%	Number of Response(s)	Response Ratio
1-4 times a year			100	32.0 %
5-12 times a year			139	44.5 %
13-52 times a year			50	16.0 %
More than 52 times a year			2	<1 %
No Response(s)			21	6.7 %
Totals			312	100%

* Are you a member of the Downing?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			83	26.6 %
No			208	66.6 %
No Response(s)			21	6.7 %
Totals			312	100%

What is the zip code of your residence?

285 Response(s)

* What is your gender?

Answer	0%	100%	Number of Response(s)	Response Ratio
Female			220	70.5 %
Male			69	22.1 %
Other			1	<1 %
No Response(s)			22	7.0 %
Totals			312	100%

*How old are you?

Answer	0%	100%	Number of Response(s)	Response Ratio
16 or younger			0	0.0 %
17-20			0	0.0 %
21-29			11	3.5 %
30-39			7	2.2 %
40-49			18	5.7 %
50-59			57	18.2 %
60 or older			198	63.4 %
No Response(s)			21	6.7 %
Totals			312	100%

*Which of the following describes your employment status?

Answer	0%	100%	Number of Response(s)	Response Ratio
Employed full-time			108	34.6 %
Employed part-time			37	11.8 %
Not employed outside the home (e.g., retired, unemployed, disabled, student, homemaker)			146	46.7 %
No Response(s)			21	6.7 %
Totals			312	100%

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We thank you for your input and look forward to your continued patronage of the Downing.