

LFS – Member survey 2022

In 2019/20 the membership totalled 311. The total number of individual responses to the survey was 141.

Location – willingness to attend screening

Total Responses	141	
Uphill	140	99.3%
Central	130	92.2%
Hykeham	84	59.6%

The majority of members would prefer to stay Uphill or in Central Lincoln with only 84 (60% of responders) stating a willingness to travel to North Hykeham.

Price

At least £5 per film	Responses	%
Uphill	99	70.2%
Central	93	66.0%
Hykeham	59	41.8%

In terms of price sensitivity, 101 members said they would be willing to pay at least £5 per film. There were 40 people who would be willing to pay *up to* £4 per film.

At least £50 season	Responses	%
Uphill	111	78.7%
Central	92	65.2%
Hykeham	67	47.5%

For a 12-film season 29 responders said they would not pay more than £40 and 112 are willing to pay at least £50.

Other matters measured

The absence of car parking at the screening location is a significant factor in deciding whether to rejoin for 27% of members responding. The responses relating to the screening night show a very strong desire to continue Friday screenings.

		Location			Maximum Price per film				Maximum Annual fee				which Screening Night is not desired				
	Uphill	Central	Hykeham	£3	£4	£5	£5+	£30	£40	£50	£50+	Mon	Tue	Wed	Thu	Fri	
141																	
Responses	140	130	84	7	33	58	43	3	26	61	51	59	38	43	21	2	
%	99.3%	92.2%	59.6%	5.0%	23.4%	41.1%	30.5%	2.1%	18.4%	43.3%	36.2%	41.8%	27.0%	30.5%	14.9%	1.4%	

Annexe 1

Individual categories, full summary data by geography

Uphill

Uphill	Maximum Price per film				Maximum Annual fee				which Screening Night is not desired					is Parking an issue		
	£3	£4	£5	£5+	£30	£40	£50	£50+	Mon	Tue	Wed	Thu	Fri	No	Yes	Maybe
£3	7				2	4	1	0	3	2	2	2	0	3	3	1
£4		33			0	13	19	1	19	16	14	7	0	11	17	4
£5			57		0	8	32	17	25	16	18	10	1	17	33	7
£5+				43	0	1	8	33	12	4	9	2	1	8	27	7
£30	2	0	0	0	2				1	1	1	1	0	1	1	0
£40	4	13	8	1		26			12	7	10	7	0	5	17	3
£50	1	19	32	8			60		31	25	22	10	1	20	34	6
£50+	0	1	17	33				51	15	5	10	3	1	13	28	10

Central

Central	Maximum Price per film				Maximum Annual fee				which Screening Night is not desired					is Parking an issue		
	£3	£4	£5	£5+	£30	£40	£50	£50+	Mon	Tue	Wed	Thu	Fri	No	Yes	Maybe
£3	7								3	2	2	2	0	3	3	1
£4		29			0	11	17	1	18	14	13	6	0	10	14	4
£5			53		0	8	31	31	22	16	17	10	0	14	32	7
£5+				7	0	0	0	7	12	4	9	2	1	6	27	7
£30	2	0	0	0	2				1	1	1	1	0	1	1	0
£40	4	11	8	1		24			11	7	9	6	0	5	15	3
£50	1	17	31	8			57		30	23	23	10	0	18	33	6
£50+	0	1	14	31				46	13	4	9	3	1	9	27	10

North Hykeham

Hykeham	Maximum Price per film				Maximum Annual fee				which Screening Night is not desired					is Parking an issue		
	£3	£4	£5	£5+	£30	£40	£50	£50+	Mon	Tue	Wed	Thu	Fri	No	Yes	Maybe
£3	4				1	4	0	0	1	0	0	0	0	3	1	0
£4		20			0	6	13	1	10	12	8	1	0	9	6	4
£5			29		0	5	14	10	12	8	10	2	1	8	18	3
£5+				30	0	1	3	26	7	2	7	2	0	7	16	7
£30	1	0	0	0	1				1	0	1	0	0	0	0	1
£40	3	6	5	1		15			30	22	25	5	1	27	42	14
£50	0	13	14	3			30		16	15	12	1	1	10	15	5
£50+	0	1	10	26				37	8	3	7	2	0	12	17	8

Annexe 2

Individual categories, full summary data by price per film

		Maximum Price per film				Maximum Annual fee					which Screening Night is not desired				is Parking an issue	
	£3	£4	£5	£5+	£30	£40	£50	£50+	Mon	Tue	Wed	Thu	Fri	No	Yes	Maybe
Uphill	7				2	4	1	0	3	2	2	2		3	3	1
Central	7				2	4	1	0	3	2	2	2		3	3	1
Hykeham	4				1	3	0	0	1	0	0	0		3	1	0
£4																
Uphill		33			0	13	19	1	19	17	14	6	0	11	18	4
Central		29			0	11	17	1	18	15	13	6	0	9	14	4
Hykeham		20			0	6	13	1	10	12	8	1	0	9	6	4
£5																
Uphill			57		0	8	32	16	25	16	18	10	1	17	34	7
Central			53		0	7	30	14	22	8	12	2	0	14	31	7
Hykeham			29		0	5	14	10	12	15	17	10	1	8	18	3
£5+																
Uphill				42	0	1	8	33	12	4	9	2	1	8	27	7
Central				40	0	1	8	31	12	4	9	2	1	6	27	7
Hykeham				30	0	1	3	26	7	2	7	2	0	7	16	7

Annexe 3

Individual categories, full summary data by annual fee

		Maximum Price per film				Maximum Annual fee					which Screening Night is not desired				is Parking an issue
£30	£3	£4	£5	£5+	£30	£40	£50	£50+	Mon	Tue	Wed	Thu	Fri	No	Yes
Uphill	2	0	0	0	2				1	1	1	1	0	1	1
Central	2	0	0	0	2				1	1	1	1	0	1	1
Hykeham	1	0	0	0	1				0	0	0	0	0	1	0
£40															
Uphill	4	13	8	1		26			12	7	10	7	0	4	17
Central	4	11	8	1		24			11	6	9	6	0	5	15
Hykeham	3	7	5	1		15			6	4	6	2	0	4	9
£50															
Uphill	1	19	32	8			60		31	25	22	10	1	20	34
Central	1	17	20	8			46		30	23	22	10	0	19	33
Hykeham	0	13	14	3			30		16	15	12	1	1	10	15
£50+															
Uphill	0	1	17	33				51	15	5	10	3	1	13	28
Central	0	1	14	31				46	13	4	9	3	1	9	27
Hykeham	0	1	10	26				37	8	3	7	2	0	12	17