Lincoln Film Society Membership Survey 2019

**Analysis of Survey Responses**

Q1. An extremely high satisfaction rate of 94%, adding together the 34% ‘quite’ and 60% ‘very’ satisfied responses. To improve on this the aim would be to move people from 'quite' to 'very' satisfied.

Q2. Of the 129 respondees, 69% attended most screenings and 5% attended every screening last season.

Q3. 127 members’ comments about what they like have been categorised, as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Films** | **Screening nights** | **Wider organisation** | **External** |
| Variety | 74 |  |  |  |
| Opportunity | 27 |  |  |  |
| Atmosphere |  | 21 |  |  |
| Sociability/inclusivity |  | 10 |  |  |
| Respect for film |  | 3 |  |  |
| VFM/Cost |  |  | 15 |  |
| Organisation |  |  | 6 |  |
| Raffle |  |  | 2 |  |
| Comfort at The Venue |  |  |  | 16 |
| Convenience |  |  |  | 5 |
| Car park |  |  |  | 5 |
|  | **101** | **34** | **23** | **26** |

It is clear that the biggest positives are the variety of films screened and the opportunity to see them locally. Important secondary issues for members are the atmosphere in the venue, the friendliness of organisers and fellow patrons and the value for money.

“A wide choice of films, not all up my street but that’s the point of a film society – to tempt people to see a film that might otherwise have passed them by. I think it’s a welcoming society and excellent value for money.”

“Convenient location; easy parking; friendliness of other members.”

“The full auditorium creates a good atmosphere; the enthusiasm and dedication exhibited by the committee.”

“Love the convenience of the Venue/friendliness of the bar staff/free parking. It makes it such an easy evening out.”

“Current choice of films and the method of choosing them is excellent so radical changes are not required.”

“The friendliness and the fact that I, as an older single female, feel able to attend on my own if necessary.”

Q4. 115 members’ comments suggesting changes have been categorised, as follows:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Films** | **Screening nights** | **Wider organisation** | **External** | **Change**  **Nothing** | **Well done** |
| Origin of films | 4 |  |  |  |  |  |
| Tone/subject matter | 11 |  |  |  |  |  |
| Scheduling | 6 | 2 |  |  |  |  |
| Programme | 5 |  |  |  |  |  |
| Starting on time |  | 10 |  |  |  |  |
| Capacity |  | 3 |  |  |  |  |
| Food/drink |  | 1 |  | 2 |  |  |
| Other events |  |  | 7 |  |  |  |
| Subtitles |  | 5 |  | 1 |  |  |
| Organisation/structure |  |  | 3 |  |  |  |
| Screening/sound |  |  |  | 3 |  |  |
| Screenings for minors |  |  | 2 |  |  |  |
| Membership participation | 5 |  |  |  |  |  |
|  | **31** | **21** | **12** | **6** | 19 | 26 |

“I would appreciate it if the film could start at 7.30 prompt and do all the raffle and preliminary talk at 7.20pm. Sometimes, only a quick welcome is needed. “

“It would be good to have more light hearted films. It is good that cinema informs & makes us aware of situations elsewhere & shows us a glimpse of life in different parts of the world but it is also a form of entertainment.”

“I would like to see more films from outside Western Europe. This year we’ve had a disproportionately large number of French films which were not of the highest quality.”

“Have subtitles on all films shown, this would allow members whose hearing is impaired to enjoy all the films shown.”

“I think I might pay extra for a more social experience: discussions, get togethers, etc.”

“The lunch and screening for the 65th anniversary was a great opportunity to meet and socialise with fellow members. More please!”

“How about having a membership choice every season? It could be a prize in the final raffle of the season, for instance.”

“The committee’ seems to me as a new member a mystical, higher power with so many ‘reserved seats’ in the auditorium for each screening too. More transparency on the people and roles involved in the Lincoln Film Society committee would be appreciated.”

“As the membership increases there is a need to consider seating arrangements as late arrives may not find seating.”

“The crush at the front entrance when, baby, it’s cold outside.”

Q5. Adding 'strongly' and 'slightly' together to get an overall score, the possible changes which met with the most approval were summer season (63%), outreach (64%) and special events (55%). ‘Disagree' is low for all three of these options.

Changing the mix of films is more polarising with 38% agreeing and 46% disagreeing, which suggest any changes should be approached with caution. Splitting the season in two also divides opinion, with 29% in favour, 32% against and over a third not bothered either way.

Q6. Only 50 distinct comments were made about people’s responses to question 5, which have been categorised as follows:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Summer Season** | **Change mix of films** | **Split Season** | **Outreach** | **Special Events** |
| More films | 7 |  |  |  |  |
| Anti mainstream |  | 6 |  |  |  |
| Status quo | 5 | 8 | 5 | 3 | 4 |
| Affect audience numbers | 1 |  | 1 |  |  |
| No guest speakers |  |  |  |  | 1 |
| Yes to speakers |  |  |  |  | 4 |
| Experimental films |  | 1 |  |  |  |
| Refectory/lunches |  |  |  |  | 3 |
| Charitable status |  |  |  | 1 |  |
|  | **13** | **15** | **6** | **4** | **12** |

“I think the balance of films is right. The Society's is a niche, bespoke offering & trying to change it to court popularity feels wrong. The summer event would be a good place for offering something else.”

“Current formula works quite well. Change can be good but is not always for the better.”

“Can’t see that any of these ideas necessarily attract a younger audience; and insofar as ‘younger’ includes students they won’t be in Lincoln for summer screenings?”

“Had not realised society is a charity. Surely more correct to give up charity status than spurious attempts to justify with outreach projects that committee probably isn’t qualified for. How would this be 'targeted' - smacks of patronising dabbling.”

“Regarding social activities, I think that having a few guest speakers to lead debate after a number of screenings would be very interesting.”

“Themed films might limit general appeal. Changing the mix would dilute the offering of foreign and non-mainstream films, a major benefit of the current film society. Splitting the season into three chunks might reduce regular attendance. “

“Not everyone can attend every screening in the current Sep to May timeframe. Extending the 'season' to include summer screenings may allow people to see more films than otherwise would have been the case.”

Q7. Age breakdown

|  |  |  |
| --- | --- | --- |
| **Age** | **%** | **Number** |
| 18-24 | 1.5 | 2 |
| 25-34 | 3.0 | 5 |
| 35-44 | 5.3 | 7 |
| 45-54 | 14.6 | 19 |
| 55-64 | 30.0 | 39 |
| 65-74 | 29.2 | 38 |
| 75+ | 10.0 | 13 |

Q8. Gender breakdown

|  |  |  |
| --- | --- | --- |
| **Gender** | **%** | **Number** |
| Female | 55 | 71 |
| Male | 39 | 51 |
| Other/prefer not to say | 6 | 8 |

Q9. A number of interesting comments and suggestions have been made in the “anything else” box:

“Themed films and talks could be interesting.”

“The sound quality is generally poor. It is not just the LFS films but the Venue showings.”

“Have a suggestion box for potential films that could be shown.”

“It is a shame that the bar does not have more to offer. In order to be on time for the screening I usually have to skip my evening meal.”

“For the charity point. I seem to recall that Let Them Eat Cake in Lincoln has held some screening for homeless people in Lincoln. I wondered if the film society could assist with this in some way. “

“I really like the idea of more social events and love hearing filmmakers/producers/actors talk about their work.”

“Films selection process - Understandably the most difficult aspect. Try to improve how to gauge members tastes, likes and dislikes. Somewhat different exercise from the post screening assessment slips.”

“Obviously I don't like all of them - that happens in regular cinema - but I would be interested to know how they are chosen.”

“More films that engage the viewer in the story and the characters rather than being erudite and obscure, i.e. Happy Ending neither seemed to have a story or character to interest.”

“Less left-wing bias.”

“To offer short seasons or retrospectives outside the main sequence of films.”