

Memorial Student Center Aggie Cinema Survey Fall 2017

Background

The Memorial Student Center Aggie Cinema committee is responsible for organizing movie screenings for the Texas A&M University student population. The purpose of this survey is to determine students' interest in attending movie screenings, how students respond to specific logistics of the movie screenings such as time of day and location, and the level of interest in participating in the committee as members. The results will be used to improve the programs and services provided by Aggie Cinema. This is the second time the committee has worked with Student Life Studies to conduct an assessment.

Method and Sample

The survey was produced using Qualtrics®, a software program that creates web-based surveys and databases. Of the 12 questions on the survey, nine were quantitative and three were qualitative. The quantitative data was analyzed using SPSS®, a statistical software package, and the qualitative data was analyzed using Microsoft Excel®.

The web-based survey was distributed to attendees of fall 2017 programs sponsored by Aggie Cinema. Survey began distribution on November 27, 2017; two reminders were sent to non-responders and the survey closed on December 6, 2017. Of the 1826 students who received the survey, 299 completed it, resulting in a 16% response rate.

Results

Results include frequency percentages, means, and standard deviations (sd) for the number of people (n) who responded to the question. For ease of reading, frequency percentages have been rounded to the nearest whole percent, so totals may not add up to exactly 100%. In addition, summary themes are contained within this report, while the full qualitative responses can be found in a separate document. As the UINs of the student attendees were provided, demographics shown were drawn from official University student records.

Table 1, on the following page, contains the demographics for both the survey respondents and all fall program attendees who received the survey. The survey respondents and fall program attendees included more freshmen, top ten percent, not first generation, White, Engineering students than other populations. However females responded to the survey at a higher rate than they were represented in the fall program attendee population.

Demographic Category	Survey Respondents (n=299)	Fall 2017 Program Attendees (n=1826)
<i>Gender</i>		
Female	55%	47%
Male	44%	52%
Unknown	1%	1%
<i>Classification</i>		
Freshmen	48%	60%
Sophomore	19%	16%
Graduate Student	11%	8%
Junior	10%	9%
Senior	10%	6%
Unknown	1%	1%
<i>First Generation Status</i>		
Non First Generation	69%	67%
First Generation	20%	25%
Unknown	11%	8%
<i>Ethnicity</i>		
White	52%	48%
Hispanic	25%	27%
International	8%	7%
Asian	6%	10%
Black plus 2 or more including Black	5%	5%
2 or more excluding Black	2%	2%
Unknown or Not Reported	2%	1%
American Indian	--	<1%
Native Hawaiian	--	<1%
<i>Top Ten Percent</i>		
Top Ten Percent	53%	51%
Not Top Ten Percent	46%	49%
Unknown	1%	1%
<i>Academic College</i>		
Engineering	39%	38%
Liberal Arts	15%	13%
Agriculture	11%	9%
Business	8%	7%
Science	8%	8%
Education	4%	7%
Architecture	4%	5%
Veterinary Medicine	4%	5%
General Studies	3%	5%
Geosciences	3%	2%
Public Health	1%	1%
Unknown	1%	1%
Pharmacy	--	<1%
Exchange	--	<1%

Table 1: Demographics for the Survey Respondents and Fall Program Attendees

Respondents to the survey were asked what attracted them to the movie in a select all that apply response format. Table 2, illustrates that film choice was most often what attracted respondents to the movie. Those who selected “Other” could write in their response and four chose to respond. Two responded with “trivia,” and the other two responses were “I was stressed and needed a break from school,” and “I am a member who loves bringing friends.”

What attracted you to the movie?	Percent
Film choice	85%
Went with friends	54%
Other incentive (Example: I wanted to participate in trivia nights)	2%
Class credit	1%

Table 2—Reasons for going to the movie (n=299)

Next, respondents were asked about the helpfulness and friendliness of the volunteers at the events. Of the 299 who responded, 97% responded that the volunteers were helpful and 99% responded that the volunteers were friendly. Those who responded no to those questions were asked to provide comments about what Aggie Cinema could do better. Of the eight who responded, three said “I don’t know” or “nothing.” The others indicated having a location that fit everyone, signs pointing to the location, speak to people, and thank them for coming.

The following question asked if there was a trivia or prize drawing at the event that the respondent attended. Of the 299 who responded 58% said yes and 42% said no. Those who said yes were asked whether they preferred a random drawing for prizes or an interactive contest with prize winners. Fifty-four percent (54%) of the 169 respondents preferred the contests and 46% preferred the random drawings.

Respondents were then requested to respond yes or no to whether there was something MSC Aggie Cinema could do to attract them to a movie screening. Sixty-two percent (62%) said no; the 38% who answered yes were then asked to provide an example of what MSC Aggie Cinema could do to attract them to a movie screening. About 101 responded, most often with the request for better or choice movies, free snacks (especially popcorn), more prizes, better space and more advertising.

Next all respondents were asked if they were interested in more screenings of independent films and/or documentary films. Nearly half (49%) of the 291 respondents selected “No, not interested in either.” “Yes, more of both” and “Yes, more indie films” were both selected by 21%, and 9% selected “Yes, more documentaries.”

When asked “Do box office ratings/reviews influence you decision to watch a movie?” 62% of 291 respondents said “Somewhat, I might check out ratings and reviews.” Another 21% selected “Yes, I read ratings/reviews online before I see most movies.” Less than one-fifth (18%) said “Never, ratings/reviews do not affect my decision to see a movie.”

Respondents were asked how they preferred to hear about movie nights on campus in a select-all-that-apply format question. As seen in Table 3 on the next page, posters and flyers and email were most popular. Those who selected email were asked to provide their email address for Aggie Cinema to send them movie announcements. That list of emails can be found in the accompanying report documents.

Through what method(s) have you heard of MSC Aggie Cinema? (Select all that apply)	Percent
Posters & flyers around campus	79%
Email	60%
Social Media	29%
From an instructor/professor	4%
I am not interested in hearing about movies	1%

Table3—Preferences about how to hear of movie nights (n=290)

Respondents who selected social media were asked which social media site is your preferred site. Of the 83 who responded, 40% selected Facebook, 28% selected Instagram and 27% selected Twitter. Another 6% selected the “other” option and wrote in campus story and Snapchat.

Conclusions and Recommendations

The participants of this survey were mostly influenced by film choice and going with friends when deciding to attend a film offered by MSC Aggie Cinema. More than half attended an event in the fall with trivia or game incentives and did not express a strong preference of one over the other being offered. Nearly half do not prefer to see indie films or documentaries offered by MSC Aggie Cinema. Most participants found the MSC Aggie Cinema event volunteers friendly and helpful.

The improvements that respondents indicated they would like to see were snacks offered (preferably free), and good or better movies. If possible, MSC Aggie Cinema staff may want to check for venues for movie screenings that may allow snacks during the viewing. Respondents also seem to prefer learning about the movie events through flyers and posters, email and social media, especially Facebook. Staff may want to bolster these types of marketing efforts, as well as other methods to attract others beyond the surveyed participants. As many respondents indicated being attracted to the movies because they would go with friends, reaching out to student organization leaders or through Fish Camp or ATC Discussion Group (DG) counselors to invite their campers to attend together may increase further attendance at offered movie screenings.

MSC Aggie Cinema staff is also encouraged to read all comments made by students to gain a full understanding of the themes of this report. Staff could share the results of this report with other stakeholders, such as all involved in MSC Aggie Cinema, volunteers and use the data in marketing materials to attract more students to events.

Report Prepared for: Mary Compton, MSC Aggie Cinema
 Report Prepared by: Susan Fox-Forrester, Student Life Studies
 Report Prepared on: March 13, 2018
 Analysis Prepared by: Ligia Perez, Student Life Studies
 Surveys Created by: Anne Lowak, Student Life Studies

Services provided by Student Life Studies are funded, in part, by Texas A&M University Advancement Fees. Find Student Life Studies on Facebook!