

Memorial Student Center Aggie Cinema Survey Fall 2018

Purpose of Assessment

The Memorial Student Center(MSC) Aggie Cinema committee is responsible for organizing movie screenings for the Texas A&M University student population. The purpose of this assessment was to survey students who attended fall 2018 movie screenings sponsored by MSC Aggie Cinema to determine students' satisfaction and future interest in attending movie screenings. Also, committee members wanted to understand student awareness about the new Aggie Cinema Loyalty Card and their marketing preferences. The results will be used to improve the programs and services provided by Aggie Cinema. This is the third time the committee has worked with Student Life Studies to conduct an assessment.

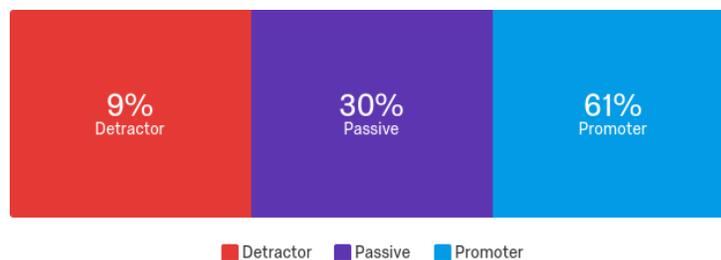
Key Findings with Recommendations

The opening question of the survey sent to 2257 students resulted in the Net Promoter Score (NPS), a customer loyalty metric that gauges how willing a customer is to recommend a product or service. The NPS ranges from -100 to 100. A positive NPS (>0) is generally considered good, with *highest performers usually between 50 and 80*.

Question: On a 0-10 scale, how likely are you to recommend MSC Aggie Cinema movie events to fellow students?



The breakdown of the 508 respondents, categorized by promoters, passives or detractors using NPS.



- More than two-thirds of the students did not know about the MSC Aggie Cinema Loyalty Card. It is recommended the committee consider promoting the loyalty card through email, posters and flyers when they promote the MSC Aggie Cinema movies, as these are the preferred marketing methods.
- Movie goers who agreed that MSC Aggie Cinema could do something to attract them to a movie screening suggested snacks (popcorn), better seating and more advertising would be that something.
- MSC Aggie Cinema should continue to assess their movie attendees to determine customer satisfaction trends year to year. In future surveys, asking respondents why they chose their NPS rating would help provide insight into possible improvements that could reduce the number of detractors and passives.

Method and Sample

The survey was produced using Qualtrics®, a software program that creates web-based surveys and databases. Of the six questions on the survey, five were quantitative and one was 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 2018 programs sponsored by MSC Aggie Cinema. The survey began distribution on November 26, 2018; two reminders were sent to non-responders, and the survey closed on December 7, 2018. Of the 2257 students who received the survey, 508 answered at least one question, resulting in a 23% response rate, which was higher than last year's 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.

The first question asked the respondents how likely they were to recommend the MSC Aggie Cinema movie events to fellow students. This question used the Net Promoter Score (NPS), a customer loyalty metric that gauges how willing a customer is to recommend a product or service. The NPS was +52, with the NPS ranging from -100 to 100. The NPS was found by subtracting the percentage of detractors from the percentage of promoters. Generally, a NPS below zero is an indicator that customers have low satisfaction level or will not recommend a product, service, or experience. A positive NPS (>0) is generally considered good, with highest performers usually between 50 and 80. The breakdown of the Net Promoter Scores (NPS) are noted below in Table 1.

	N	Percent
Promoter	310	61%
Passive	152	30%
Detractor	46	9%

Table 1: Recommend Aggie Cinema Movie Events (n=508)

Respondents to the survey were next 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, similar to last year's response. Those who selected "Other" could write in their response and nine chose to respond. Four commented that it was free as the reason they were attracted to the movie, and others responded with enjoying the trivia questions, Aggie Loyalty shirt, liking MSC Aggie Cinema and just didn't want to study.

What attracted you to the movie?	2018 Percent (n=401)	2017 Percent (n=299)
I wanted to see that movie	86%	85%
Went with friends	51%	54%
Other incentive (Example: I wanted to participate in trivia nights)	3%	2%
Class credit	1%	1%

Table 2: Reasons for Going to the Movie

When asked if they knew about MSC Aggie Cinema’s Loyalty Card, 66% of the 402 respondents said no and 34% said yes. Respondents were also requested to respond yes or no to whether there was something MSC Aggie Cinema could do to attract them to a movie screening. Similar to last year’s response, 63% of the 395 who responded said no. The 37% who answered yes were then asked to provide an example of what MSC Aggie Cinema could do to attract them to a movie screening. One hundred thirty-five responded, most often with the request for free snacks (especially popcorn), more seating and tiered seating and more advertising.

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, email and poster & flyers around campus were most popular.

How would you prefer to hear about movie nights on campus? (Select all that apply)	Percent
Email	78%
Posters & flyers around campus	63%
Social Media	36%
From an instructor/professor	10%

Table 3: Aggie Cinema Movie Night Marketing Preferences (n=394)

Table 4, on the next page, shows the demographics for both the survey respondents and fall movie event student attendees who received the survey. The survey respondents and movie attendees included more freshmen, non first generation, White, Engineering students than other populations. However, females responded to the survey at a higher rate than were represented in the fall movie going population. The table is in descending order by demographic of survey respondents.

Demographic Category	Survey Respondents (n=507)	Movie Attendees (n=1773)
<i>Gender</i>		
Female	55%	47%
Male	44%	53%
<i>Classification</i>		
Freshmen	54%	57%
Sophomore	16%	16%
Junior	12%	11%
Senior	8%	8%
Masters	7%	7%
Doctoral	3%	1%
<i>First Generation Status</i>		
Non First Generation	69%	63%
First Generation	20%	27%
Unknown	11%	10%
<i>Ethnicity</i>		
White	42%	42%
Hispanic/Latino of any race	28%	31%
International	11%	9%
Asian	11%	11%
Black only or multi-racial with Black	4%	4%
Multi-racial excluding Black	4%	2%
Unknown or Not Reported	1%	<1%
American Indian	--	<1%
<i>Academic College</i>		
Engineering	45%	40%
Liberal Arts	11%	9%
Agriculture	9%	4%
Science	9%	9%
Business	7%	9%
Veterinary Medicine	6%	7%
Education	5%	5%
Architecture	3%	13%
General Studies	2%	4%
Geosciences	2%	2%
Public Health	2%	1%
Exchange	1%	1%
Nursing	<1%	<1%
Bush School	--	<1%

Table 4: Demographics for the Survey Respondents and Fall Movie Attendees

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