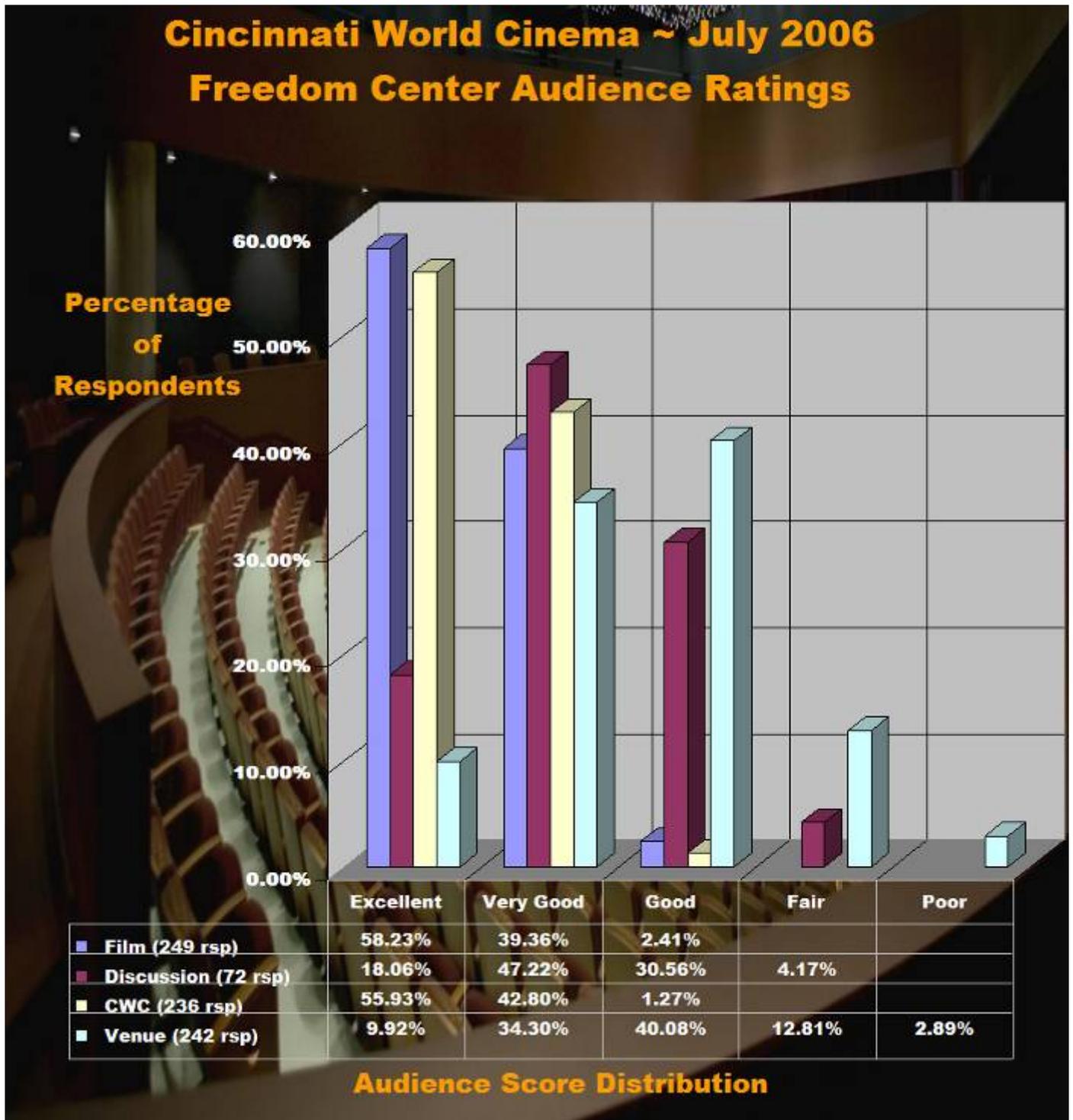


# Audience Survey Results

## CWC "Oscar Docs" The Freedom Center, July 2006



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# OSCAR DOCS AUDIENCE SURVEY SUMMARY

264 people, equaling 44% of the 601 total attendance, completed the Audience Opinion Survey, producing the statistics which follow. Approximately 150 people out of the same total stayed for the post-film discussions.

98% rated the films overall as Very Good – Excellent.  
65% rated the post-film discussions as Very Good – Excellent.  
44% rated the venue as Very Good – Excellent.

68% visited the Freedom Center for the first time.

\* This total does not include those who attended CWC films in May, but have not otherwise visited the Freedom Center. Need to rephrase this question in the next survey.

60% of audience members were women.  
85% were from Ohio, 11% from Kentucky, 1% from Indiana, with 3% unknown.

95% asked to be notified about upcoming CWC film events.  
15% expressed interest in volunteering with CWC (not counting current volunteers).

Respondents rated all of the films shown between Very Good and Excellent

The audience awarded the individual films these average scores:

The Golden Age of Norman Corwin	4.47
God Sleeps in Rwanda	4.44
The Mushroom Club	4.35
The Death of Kevin Carter	4.12

Rating Scale: Excellent = 5.0 Very Good = 4.0 Good = 3.0 Fair = 2.0 Poor = 1.0

44% identified CWC direct, pass-along and other email as their source of awareness for Oscar Docs;  
23% cited local media stories and reviews;  
22% cited paid print or broadcast advertising, including radio, newspaper and posters/flyers;  
11% cited word-of-mouth;  
0% cited the Freedom Center as their source of awareness.

# Women & Men Saw Things Differently

Women gave **The Golden Age of Norman Corwin** a slightly higher average score than men, 4.48 vs. 4.45, respectively. But while Academy Award-winner "Corwin" was at the top of the ratings list for men, women did not agree, awarding an even higher score, 4.59, to **God Sleeps in Rwanda**.

## Women's Film Scores

<b>God Sleeps in Rwanda</b>	1	4.59
<b>The Golden Age of Norman Corwin</b>	2	4.48
<b>The Mushroom Club</b>	3	4.36
<b>The Death of Kevin Carter</b>	4	4.21
Women's Average Score		4.41

## Men's Film Scores

<b>The Golden Age of Norman Corwin</b>	1	4.45
<b>The Mushroom Club</b>	2	4.31
<b>God Sleeps in Rwanda</b>	3	4.22
<b>The Death of Kevin Carter</b>	4	3.97
Men's Average Score		4.24

The average point scores for all four films awarded by 156 female respondents were a good deal higher than those of the 130 male respondents – 4.41 vs. 4.24. This is consistent with the Overall Film Rating, where 66% of women rated the films overall as Excellent versus 46.5% of men. In every subjective rating category (films, discussion, venue, CWC) women were more inclined to award Excellent ratings, while men were more inclined to award Good-Very Good, and be more critical via Fair and Poor ratings. Perhaps this was because more men than women were first-timers at the Freedom Center, 75% versus 64%, respectively.

## SURVEY DETAIL

### Overall Rating, All Films 249 respondents

	Everyone	Women	Men
Excellent	58.3%	66.0%	46.5%
Very Good	39.3%	34.0%	47.5%
Good	2.4%	--	6.1%

### Post-Film Discussion Rating 72 respondents

	Everyone	Women	Men
Excellent	18.0%	21.4%	13.3%
Very Good	47.2%	45.2%	50.0%
Good	30.6%	31.0%	30.0%
Fair	4.2%	2.4%	6.7%

### Venue Rating 242 respondents

	Everyone	Women	Men
Excellent	9.9%	10.4%	9.2%
Very Good	34.3%	36.1%	31.6%
Good	40.1%	38.9%	41.8%
Fair	12.8%	12.5%	13.3%
Poor	2.9%	2.1%	4.1%

### CWC Rating 236 respondents

	Everyone	Women	Men
Excellent	55.93%	61.4%	47.9%
Very Good	42.80%	38.6%	49.0%
Good	1.27%	--	3.1%

### First Visit to Freedom Center 254 respondents

	Everyone	Women	Men
Yes	68.11%	63.82%	74.51%
No	31.89%	36.18%	25.49%

# SURVEY DETAIL, Continued

## DEMOGRAPHICS

### Survey Respondents

264 Respondents, out of 601 Attendees	44%
259 Identifiable Respondents, out of 264 total	98%
5 Anonymous Respondents, out of 264 total	2%

### Gender (259 responses)

Women, 156	60%
Men, 103	40%
Unknown Gender (not included in above), 5	

### Location (252 responses)

Ohio, 215	85%
Kentucky, 28	11%
Indiana, 2	1%
Other (NY, IL) & Unknown, 7	3%

### African-American Attendance

Africans/African-Americans, 29 (18 Mon, 11 Tue), eyeball only, not statistically accurate

### Participation (259 responses)

Want to know about coming CWC events, 245	95%
New volunteers, 40 (not counting current volunteers)	15%

### Marketing (393 responses)

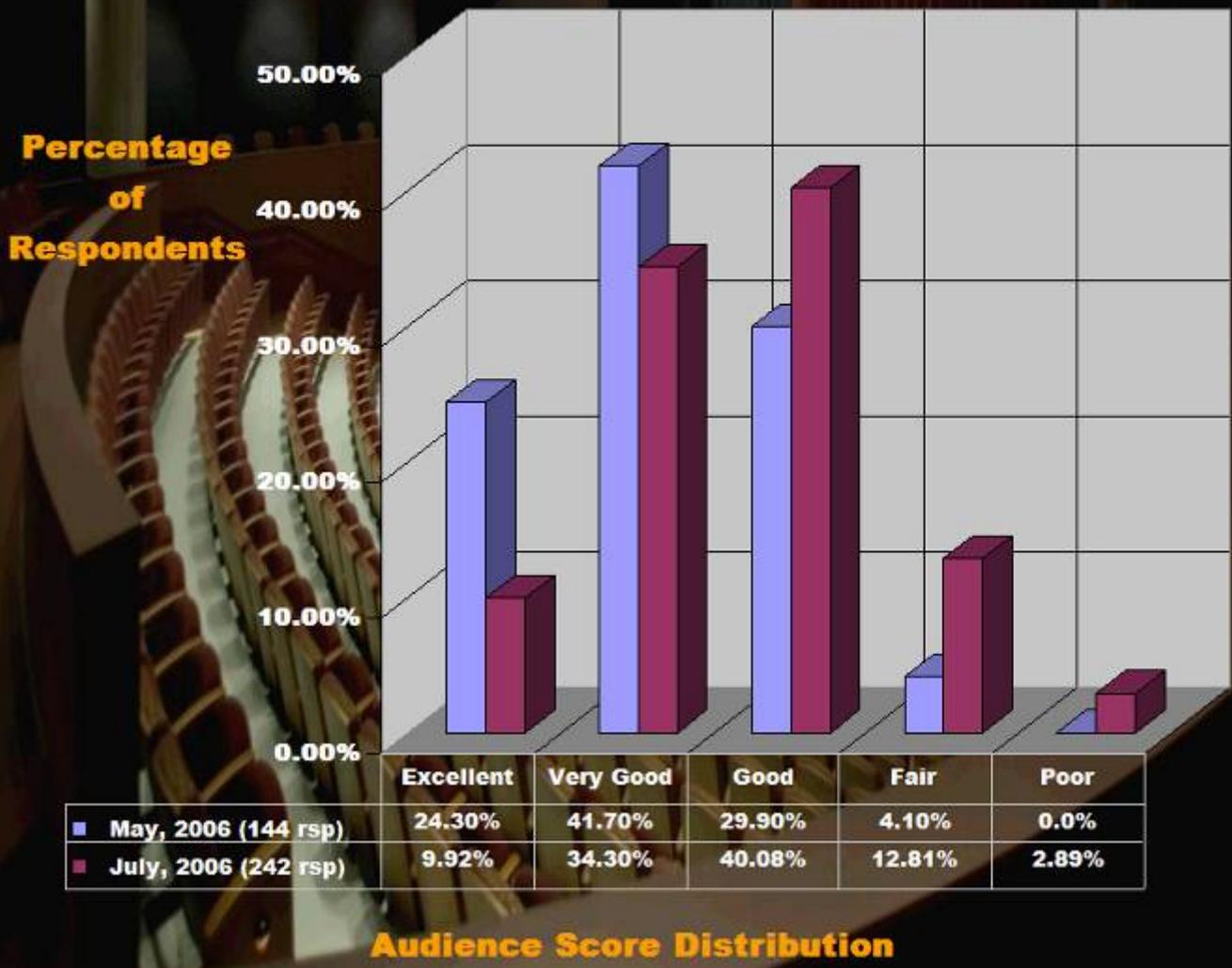
"How did you hear about this event" (multiple answers accepted)

CWC Email & Other Email, 173	44.1%
Press Coverage, 91	23.2%
Paid Advertising, 87	22.0%
Word of Mouth, 42	10.7%
Freedom Center, 0	0.0%

### Audience Scores, Monday versus Tuesday

The Tuesday audience contained a higher number of new faces and this group was not as forgiving as the long-time CWC members who predominated on Monday. Tuesday's venue ratings (and to a lesser degree, discussion ratings) were lower. Can unscientifically attribute this to the general expectations of first-timers accustomed to commercial cinemas, plus the fact that the venue was filled to capacity and some inherent design flaws (sound, interior access, lobby size, entry door configuration, restroom location, etc.) were more apparent. Although the venue is rated at just over 300 capacity for fire code, it seems to function more smoothly with a slightly smaller audience, say 250-275.

## Audience Ratings Comparison, May vs. July : the Freedom Center as a Film Venue



Compared to May, patron venue satisfaction ratings for the Freedom Center declined markedly in July, with scores of Excellent down 60% and the Very Good-Excellent combination down by 33%. At the same time, the less desirable ratings of Fair increased by 300% and Poor went from zero to almost 3%.

This considerable change in Freedom Center satisfaction ratings correlates with the significant increase in the number of complaints registered in the Audience Comments. But for perspective one should note that, at 242, the number of respondents in July is a 68% increase over the number responding in May.

A variety of venue problem areas were noted in the audience comments, including directions and parking, customer relations, A/V staff competence, doors, lobby space, etc. The most significant issue is the sound system, drawing 54 complaints, a 170% increase over May, with slightly more than one out of five July respondents writing about a problem. As it turns out, the tweeter in the house-right array is defective, and has apparently been in this condition since before our first screenings in May.

Hopefully, correcting this situation and buttressing the hall's sound absorption capability should make future film dialogue less garbled and difficult to understand. To facilitate a sound solution we have introduced an acoustic engineer to the Freedom Center, and top management has shown interest in the situation, but we do not know when or to what extent the problems will be resolved.

## AUDIENCE COMMENTS [CWC response is bracketed, in black]

The Monday comments, in **blue**, and Tuesday comments in **Red**, are the opinions of those who attended the events and do not necessarily reflect the position of Cincinnati World Cinema. CWC response, where appropriate, is bracketed and in black. Note: comments with multiple topics are divided appropriately: Example: Viewing is excellent, dialog sounds garbled, lobby very crowded-not enough space. -- split into three separate comments.

## VENUE COMMENTS JULY 24 & 25

### KUDOS (6)

Excellent center-of-the-city location for all groups and all tri-state locals.

Viewing is excellent ...

Awesome! It is beautiful, great visibility from all seats.

Great sightlines ...

Nice temperature, great atmosphere and a good size for these events.

... but the screen is big and the image is clear

## INSIDE THE THEATRE

### SOUND (54)

... dialog sounds garbled.

Audio unclear.

Sound is a bit muddled;

Sound Issues.

Volume needs to be louder and clearer.

We sat in the back this time. The sound was much better, but still a little garbled.

Sound system not very good.

The films were great but the sound problems made it tough to understand them.

The sound was fuzzy, had the same problem last year at a different event.

Sound not clear

Sound !!!!

...sound system needs improvement

Trouble hearing and understanding the films

Audio unclear.

Acoustics are substandard.

sound is poor

Sound not good

Voices in the films were hard to understand.

...sound is muddy

Sound is muffled

Sound problems

I first came down here in May and there were problems with the film audio. More than two months later and nothing has changed - quite disappointing - don't you read the survey comments?

Seemed to be sound distortion that had nothing to do with the films.

This is the second time the sound has been miserable. Do not think we will return. Would like to see your films at a different venue.

Dialogue was garbled

Acoustic problems - hard to hear dialog.

Sometimes it was hard to hear the words. It was too cold.

VG except for sound

I had some trouble with the sound.

It was very hard to hear parts of the various films.

Sound problems

Can sound system be cleaner?

sound was abysmal.

This is my first visit and it seems they skimmed on ... a decent sound system. What a shame.

Sound Problems

Could not understand a lot of the Corwin poetry

Sound Problems

Voices in the film and during the discussion were difficult to understand.

Sound Problems.

Poor sound set up

Sound not very good

I did not rate the first and last film because I have a hearing impairment and I couldn't hear much of the words.

I had difficulty understanding some of the dialogue.

The sound was terrible.

Sound is muffled, acoustics make it hard to follow. Sub-titles throughout each film would help a lot.

Poor sound. Show your films somewhere else.

Sound Problems.

... poor sound

Sound not good

Very hard to hear comments during the discussion.

PLEASE try to fix the sound.

Can't you use a venue where the sound works? Esquire? NKU? Art Museum?

Straining to listen to indistinct dialog is very tiring. Not a pleasant experience

**[ We are very much aware of the sound deficiencies and recently CWC introduced an acoustic engineer to the Freedom Center to provide assessment and recommendations. We do not control the venue. All we can do is ask that problems be addressed. If the situation remains unresolved we have the option of using other venues.]**

## THEATRE DOORS (11)

... doors are loud.

... doors are very noisy

Strong light from the left door - need a curtain or something to block the light.

... noisy doors

Keep the door closed - huge amount of light from the left door.

Doors are very noisy - do not open after films start.

Noisy doors.

Bad design - opening the entry doors floods the upper seating area with light - a constant annoyance.

Why, oh why, do venues such as this install those (expletive deleted) clunky doors that bang continuously as people go in and out. Grrrrr!

Fix the doors - the bang and the click-click - use duct tape if necessary.

You've got standard entry doors with panic bars - why not theatre doors in a theatre?

**[ Short of installing real theatre doors (\$\$\$), there are some simple fixes that might work for noise problems - lock the panic bars open so there is no click-clack; install foam insulation strips in the threshold to eliminate the bang. Will suggest this to F. C. management. The light intrusion problem is another situation entirely - ideally a wall should extend four feet past the door, to shield the opening from light bleed-through. ]**

## MISCELLANEOUS - INTERIOR (11)

... It was too cold.

A little cold!

Very Cold!!!

Too cold.

Chilly.

Too cold

Too much A/C

... too many people sitting in the aisles.

Allow overflow seating on the floor

Without a center aisle it is hard to enter and exit the rows.

... Movement inside the theatre is restricted due to no center aisle.

[ With the air-conditioning blowers turned off, the sound is better, but the theatre heats up quickly. Will check temperature settings before the next screening.

Sitting in the aisles was a problem Monday, as patrons would not voluntarily shift to empty center seats. We cured this Tuesday by holding the film start until the open center seats were filled. Seating on the floor is not allowed due to capacity limits, and this is not a good viewing or listening location anyway.

Yes, a center aisle would be nice, but would be tough to create as a retro-fit. ]

## TECHNICAL PROFICIENCY (8)

### DISPLAY ISSUES (Monday only - problem corrected on Tuesday)

Aspect ratio was wrong for some of the films

Film image was distorted, sound was abysmal.

... picture was stretched horizontally, why?

Picture was compressed on the screen – unnatural.

Aspect ratio was incorrect - who's minding the store up there?

[ Freedom Center A/V personnel receive the films in advance for a run-through. We will ask that they pay more attention in the future and/or we will personally preview each film in the theatre to assure correct projection.]

### PROJECTION ISSUES (Tuesday only)

Make sure the film runs all the way through the credits.

Tell the person in the booth to show the film credits - not to cut them off early and turn on the lights.

Show the film credits, not doing so is an insult to the filmmaker and the audience.

[ This happened with the May screenings also, with a different A/V person in the booth. We will stress this in a post-event review with the Freedom Center. ]

## SEATING (4)

Seats are not very friendly

Seats not that comfy - theatre too small.

Short of leg room

It is a tight fit - the rows are too small for the tall.

... and the seats are extremely uncomfortable

[ Try the seats in the last row, near the wheel-chair spaces – they have more legroom. Ditto for those at the very top in the left and right wings. ]

## OUTSIDE THE THEATRE

### DIRECTIONS / PARKING (17)

Access to the Freedom Center is very discouraging. The signs are too small and hard to see.

The Freedom Center is not an easy place to come to. The signage on 3rd St. leads you in a circle. We are members, yet it is such an effort to get here.

... too difficult to get to.

Parking is very challenging

Hard to find parking.

Parking was terrible, I did not see any signs pointing to parking for the Freedom Center.

Any hints for cheaper parking?

...and need better parking signage.

...parking is confusing

The Freedom Center directions took me in circles.

Parking is a challenge

Freedom Center should have better signage.

Very hard to park and enter!

Parking ? Where ?

Parking here is tricky.

Free parking would be nice, or how about a rebate like the AMC Newport?

... clearer directions on where to go when arriving at the FC.

Theater entrance is hard to find.

**[ CWC has nothing to do with the directions or signage provided by the Freedom Center. Please look at our own easy-to-follow directions and maps at [www.cincyworldcinema.org](http://www.cincyworldcinema.org), posted in April. ]**

## **FREEDOM CENTER CUSTOMER SERVICE / COMMUNICATIONS (10)**

We are members of the Center and embarrassed that they could not provide advance information about this event.

Got the runaround when trying to get information from Freedom Center

When I called the Freedom Center for information they didn't know anything. They acted like they didn't care and couldn't be bothered.

Your people who answer the phone were clueless - didn't know about ticket availability or pricing.

Why didn't the Freedom Center know anything about this?

We are members but heard nothing about this from the Freedom Center. Thank God for WVXU.

I've been a member but they don't tell us about these films. Please put me on your mailing list.

Venue should have staff and/or a recorded message telling details of program – dates, times, ticket availability, cost, how to park, etc. Very poor execution - a disservice to the public.

The Underground Railroad Freedom Center made it very hard to get information.

How/where can one get tickets in advance? The Freedom Center did not know.

**[ CWC received many calls regarding the above difficulties and we share your frustration. Please understand that we rent the Freedom Center and that the people who answer their phones or work at their information stations are employed by the Freedom Center – not Cincinnati World Cinema.**

**We cannot control if, when or how the Freedom Center elects to provide its members or the general public with information about our film events.**

## **LOBBY (6)**

... Lobby very crowded-not enough space.

The lobby is so cramped that I could not get to the restroom and buy a cup of coffee during intermission.

This is my first visit and it seems they skimmed on lobby space, a center aisle and ... What a shame.

Lobby too small ...

Lobby is cramped and laid out poorly.

I cannot climb stairs and the line for the elevator to the restrooms was really long. What a goofy layout.

**[ CWC agrees -- with 300 patrons in the house, navigating the lobby is a challenge. There are some options:**

**(1) If the fire doors are not closed when the adjacent Great Hall is used for another event, perhaps we could move the refreshment table to the bridge at the East end of the lobby.**

**(2) We could relocate the refreshments down to the coat-check counter in the lower level.**

**(3) We could have more upper lobby space if we move ticket sales from the tables upstairs to the ticket window downstairs, BUT, this would reduce the number of ticket stations from three to two and patrons would need to line up outside to purchase tickets or pick up at Will Call. ]**

## **FACILITY DESIGN / LAYOUT (5)**

Without a center aisle or real theater doors, plus a cramped lobby, the Freedom Center was not designed to handle a capacity crowd.

Design flaws - need more gathering space in lobby and easier access to restrooms, but probably too hard to fix now.

The theatre looks expensive but there are many design flaws - acoustics, entry doors, no center aisle, cramped lobby and the AC was too cold. But the screen is big and the image is clear. PLEASE try to fix the sound.

Poorly designed – not good for films or discussions.

This is a very strange layout - who designed this space? - small lobby, restrooms on another floor. Why not cantilever the lobby area out the front toward the river, add restrooms and refreshment counter upstairs?

... facility has too many limitations.

**[ The Tubman Theatre is what it is, and presenters and patrons alike will have to live with it. ]**

### FOOD & BEVERAGE (3)

Have two stations and two lines for refreshments if you can find room in the tiny lobby

The coffee and cookies were a great idea. Next time please have more coffee and refreshments.

You ran out of coffee and cookies.

[ See the Lobby response above; and yes, in the future we will try to have more coffee and cookies. ]

### RESTROOMS (2)

Not enough bathrooms for women.

Need for more women's restrooms

[ This is beyond CWC control. ]

## GENERAL CWC COMMENTS JULY 24 & 25

The Monday comments, in blue, and Tuesday comments in Red, are the opinions of those who attended the events and do not necessarily reflect the position of Cincinnati World Cinema. CWC response, where appropriate, is bracketed and in black.

### KUDOS (30)

Please send me all the coming event dates you spoke of this evening so I won't miss anything.

My wife and I thoroughly enjoyed the program, sorry we could not stay for the discussion.

Bravo, CWC !!!

Glad to see more African-Americans this time.

Continue bringing in the high-quality stuff that National Amusements hasn't the foresight to show !!

Thanks so much, love you guys. I'll volunteer in the future!

My first experience with CWC, please put me on the mailing list. This was wonderful.

Thank you Mr. Swallow, I want to help with your film programming.

Excellent. My first time, too soon to make suggestions.

Thanks, CWC !!

Will return for more of your films.

I am speechless after watching these films, it is enlightening and encouraging for me to be involved with CWC. Thanks.

Thought provoking films, informative discussion

Glad you are doing this. Would like more films more often.

This is exactly what this town needs, great films that expand our minds.

Great job CWC, keep up the good work !!

Thank you for bringing excellent films to Cincinnati. You should buy the Esquire.

Please show more films !!!

Outstanding !!

The films were excellent, thank you!

This is great. Keep it up!

Cincinnati needs more of CWC.

More films, more frequently!!

This was great, thank you!

Very good program. Thank you.

Informative. Very enjoyable.

This is my first time - extremely informative. Nice people, too! Thank you, CWC !!

Keep up the good work !!

Great Films !!!

A lot to absorb, but great to have the opportunity to see these films !!!

### REQUESTS & MISCELLANEOUS (9)

Go back to NKU - free parking, better acoustics and less hassle.

You need more publicity - why does the Freedom Center keep this a secret? Call me - I will help.

There were too few people of color in the audience, and too few young people also.

Prefer to start later, at 8 PM

Smoother intermission, with the coffee.

Start earlier, start on time.

The coffee was weak

Shorter Intermission – it was too long.

Moving hundreds of people to the coffee line, downstairs to the restrooms, etc., in a 15 minute intermission is a real challenge. Start flashing the lobby lights after 10 minutes to get people back to their seats. Otherwise they'll dilly dally.

[ **The Freedom Center is not the only venue where CWC holds film-and-discussion events. Please visit [www.cincyworldcinema.org](http://www.cincyworldcinema.org) to learn of coming events elsewhere.**

**By our count, four times as many African-Americans attended *Oscar Docs* as did *Lunafest*. We program our films for the entire community and all age ranges (PG-13 and up). We believe that our events are enhanced when members of all cultures and ethnic groups attend the films and participate in the discussions. If you have ideas about how to increase audience diversity please contact Tim Swallow.**

**We will not start the films later, at 8 PM; rather, we are considering starting earlier on weeknights. We would love to start on time; but doing so is difficult when large numbers of patrons arrive between 7:25 and 7:35 – we ask that all patrons arrive no later than 7:15 for a 7:30 start. ]**

## DISCUSSION COMMENTS JULY 24 & 25 (11)

**The Monday comments, in blue, and Tuesday comments in Red, are the opinions of those who attended the events and do not necessarily reflect the position of Cincinnati World Cinema. CWC response, where appropriate, is bracketed and in black.**

Excited to hear guest speakers and audience comments.

Need a little more technical discussion about the films

What happened to the radio guy? He stopped talking.

I've never been to a film with a discussion afterwards. Great concept! Really helps us to understand the key points of the films and the guest from Rwanda was an excellent plus!

Nora, the Rwandan woman, was outstanding.

Thought the discussion was excellent and the pre-film pointers about what to look for were very helpful..

Too dependent on audience questions

Hard to have a discussion with such a set up, but it was good!!

Rwandan survivor was a real plus

Thanks CWC for having Nora come to Cincinnati & speak.

We thought the discussion was very good.

Discussion started too late for me, I had to leave before it was over.

We had some experts Tuesday who contributed very little. The discussion became very redundant because it was not really led or controlled.

Discussion may work better in a smaller space with better acoustics, where people can see and hear each other.

Magistrelli was great and the audience comments were excellent.

This is a difficult environment for a real discussion, maybe you could hold the conversation on-stage or at a restaurant.

Would like to talk more about film construction – shot selection, editing, etc.

I was here last time. Moving the audience to the front rows was a good idea.

[ **While most folks can agree on the relative merits of a given film, their discussion assessments vary widely.**

**Optimally, we prefer a circular seating arrangement where people can maintain eye contact and regular speaking voices can be heard. In reality, most large venues make this impossible, especially if 100+ people want to participate in the discussion.**

**In terms of format, we think our discussion facilitators should introduce and reinforce key points and that the audience should be free to comment and introduce points of their own – we want to hold a conversation, not conduct a lecture. Ideally, it is nice when we can discuss cinematic elements in addition to content or issue related themes. But, the content is often so compelling for the audience that technical aspects are sidelined.**