

INDEPENDENT CINEMAS SURVEY

In the midst of total reorganization around virtual life mid-March, my project partner and I were in the last phase of a consulting project for Film at Lincoln Center through our MBA program. **In response to the COVID-19 crisis, we designed an Independent Cinemas Survey to specifically test for online content programming and preferences.** The survey ran April 6-April 24, 2020 and received 189 quality responses to the following questions:

- 1) What is your age?
- 2) What is the zip code of your primary residence?
- 3) Rate your interest in independent or curated film (1 - not interested; 5 - very interested)
- 4) In the last 30 days, how many times have you streamed independent or curated film digitally at home?
- 5) In the last year, how many times did you watch independent or curated film in a theater?
- 6) What term BEST describes you? (Cinephile, Film Lover, Arts Enthusiast, None)
- 7) What programming options do you most prefer? (New releases, Restored classics, Series or festivals)
- 8) Please rank the appeal of each content type from 1-5 (1 being “not appealing” to 5 being “very appealing”):
 - a) Ticketed virtual screenings (before they are available on streaming services)
 - b) Short online course with film critic, historian, or programmer
 - c) Masterclass with filmmakers
 - d) Filmmaker Q&A videos, curated by interest
 - e) Longform podcast series
 - f) Live conversation between filmmakers and programmers/critics
 - g) Live conversation led by filmmakers
 - h) Virtual group screening of film with community talk afterwards
- 9) Please rank the appeal of each virtual experience from 1-5 (1 being “not appealing” to 5 being “very appealing”):
 - a) Watching existing library of videos
 - b) Live streamed conversations or commentary
 - c) Virtual group interaction
- 10) What other types of online content do you wish that your favorite independent film theater provided? (free response)

Film at Lincoln Center has generously allowed us to share the responses we collected on the questions above. Please see the attached Excel file for the full data set.

Special thanks, to all who took the survey, for your time and trust at an overwhelming moment. Our hope is that this survey can assist independent cinemas as they navigate audience engagement during social distancing. We also want to thank Film at Lincoln Center for their generosity and collaborative spirit in allowing this to be shared. Finally, **thank all of you for your efforts to keep film culture alive and interesting.** We look forward to seeing you all online, and someday soon at the cinema too.

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