



## Constant Contact Survey Results

**Survey Name:** Member Survey1

**Response Status:** Partial & Completed

**Filter:** None

5/7/2016 11:24 PM CDT

**\*Please rank the following components in order of importance in a Xenon Lamp Program.**

1 = most important

Answer	1	2	3	4	5	Number of Response(s)	Ranking Score*
Customer Service						183	3.5
Reliability/Performance						183	1.5
Lamp Rupture Damage Coverage						183	2.9
Cost per Warranty Hour						183	2.7
Brand of Lamp						183	4.3

\*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

**\*What brand of xenon projection lamp do you buy most frequently?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Christie	<div><div></div></div>		66	35.4 %
Philips	<div><div></div></div>		17	9.1 %
Osram	<div><div></div></div>		47	25.2 %
Ushio	<div><div></div></div>		44	23.6 %
Other	<div><div></div></div>		11	5.9 %
No Response(s)			1	<1 %
Totals			186	100%

**\*Would you consider testing a different xenon lamp than the brand you buy currently?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes	<div><div></div></div>		159	85.4 %
No	<div><div></div></div>		26	13.9 %
No Response(s)			1	<1 %
Totals			186	100%

**\*What is the maximum SKU count that you would consider as part of a Candy Rebate Program?**

Answer	0%	100%	Number of Response(s)	Response Ratio
3	<div><div></div></div>		56	30.1 %
4	<div><div></div></div>		44	23.6 %
5	<div><div></div></div>		25	13.4 %
6	<div><div></div></div>		31	16.6 %
I have no interest in saving money on candy purchases	<div><div></div></div>		28	15.0 %
No Response(s)	<div><div></div></div>		2	1.0 %
Totals			186	100%

**\*Do you currently sell company-branded (your theater company brand) drink and popcorn containers?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes	<div><div></div></div>		18	9.6 %
No	<div><div></div></div>		167	89.7 %
No Response(s)			1	<1 %
Totals			186	100%




\*Please signify your fountain beverage brand relationship.

Answer	0%	100%	Number of Response(s)	Response Ratio
Coca-Cola	<div><div></div></div>		98	52.6 %
Pepsi	<div><div></div></div>		87	46.7 %
No Response(s)			1	<1 %
Totals			186	100%

\*Will you commit to participate in at least one turn-key 2016 Concession Program (as outlined in the November issue of "Informant: The Member Newsletter")?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes	<div><div></div></div>		125	67.2 %
No	<div><div></div></div>		58	31.1 %
No Response(s)	<div><div></div></div>		3	1.6 %
Totals			186	100%

\*Please prioritize the listed Digital Projection Operating Programs based on your company needs.  
1 = highest priority








Answer	1	2	3	Number of Response(s)	Ranking Score*
NOC/Monitoring Program				183	2.3
Parts Program				183	2.0
Service Program				183	1.7

\*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.









\*Who is your current third-party online ticketing provider?

Answer	0%	100%	Number of Response(s)	Response Ratio
MovieTickets.com	<div><div></div></div>		33	17.7 %
Fandango	<div><div></div></div>		14	7.5 %
Both	<div><div></div></div>		7	3.7 %
I do not currently provide online ticketing for my customers	<div><div></div></div>		72	38.7 %
Other	<div><div></div></div>		58	31.1 %
No Response(s)	<div><div></div></div>		2	1.0 %
Totals			186	100%

**\*Who is your current point-of-sale software provider?**






Answer	0%	100%	Number of Response(s)	Response Ratio
NCR/Radiant			4	2.1 %
Vista			13	6.9 %
Veezi			12	6.4 %
Retriever			20	10.7 %
RTS			62	33.3 %
Other			70	37.6 %
No Response(s)			5	2.6 %
<b>Totals</b>			<b>186</b>	<b>100%</b>

**\*In 2016 my company will likely do one or more of the following: (please choose any/all options that are relevant to your possible plans)**

Answer	0%	100%	Number of Response(s)	Response Ratio
Purchase new auditorium seating			80	43.7 %
Install new sound equipment			33	18.0 %
Add a Premium Large Format screen			14	7.6 %
Purchase new concession equipment			72	39.3 %
Purchase new POS equipment			63	34.4 %
Install digital signage			78	42.6 %
Purchase closed-captioning equipment			81	44.2 %
Other			29	15.8 %
<b>Totals</b>			<b>183</b>	<b>100%</b>

**\*Please rank the listed programs in order of priority for your company. Review November issue of "Informant" for more detail if necessary.**

1 = Highest Priority

Answer	1	2	3	4	5	Number of Response(s)	Ranking Score*
Turn-key Concession Promotions						182	3.5
Candy Rebate Programs						182	3.2
Point-of-sale Solution						182	3.5
Digital Operating Costs						182	1.9
Stock Drink & Popcorn Container Program						182	2.9

\*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

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\*What is your highest priority need (NOT included in the programs listed in Question 12) for 2016?

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178 Response(s)

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\*Please offer your suggestion/s to improve the CBG in 2016. Your feedback is appreciated.

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178 Response(s)