**Objectives:**

* Exploring the demographic profiles of the survey respondents
* Understanding the relationship between considering going to the movies as “Very Important” and “Somewhat Important” and attending at least one movie in the past year.
* Understanding the relationship between “Being socially active” and attending at least one movie in the past year.
* Identifying the demographic profiles that consider going to the movies very important and somewhat important for marketing campaigns targeting.

**Hypothesis:**

**Hypothesis #1**

* Alternate Hypothesis: More than 50% of the survey respondents who think that going to the movies is “Very important”, have been at least to one movie in the past year.
* Null Hypothesis: More than 50% of the survey respondents who think that going to the movies is “Very important” **did not attend** a movie in the past year.

**Hypothesis #2**

* Alternate Hypothesis: Socially active people more likely to go to the movies regardless of the personal preferences.
* Null Hypothesis: Socially active people are not more likely to go to the regardless of the personal preferences.

**Analysis:**

* **Exploring the demographic profiles of the survey respondents** 
  + Gender: Females **(54.4%),** Males **(45.6%)**
  + Ethnicity: African -Canadian **(76.5%),** Caucasian **(7.4%),** Hispanic **(14.7%),** Other **(1.4%)**
  + Classification: Freshman **(14.2%),** Sophomore **(17.2%),** Junior **(25.6%),** Senior **(30.6%),** Grad Student (**12.4%)**
  + Age Group: 0 to 18**(10.0%),** 19 – 20**(22.6%),** 21 – 23**(42.0%),** 24 – 26**(9.2%),** Over 26**(16%)**
  + Social Activity: Very inactive **(2.2%),** Somewhat inactive **(11.8%),** Somewhat active **(43.8%),** Very active **(42%)**
* **Understanding the relationship between considering going to the movies as “Very Important” and “Somewhat Important” and attending at least one movie in the past year.**
  + Findings based on Figure 1(using Crosstabs)
* Based on the fig.1, we saw that most of the people who attended movies in the past year were did not have watching movies as a priority.
* So, we decided to further investigate the impact of social groups on watching movies, to understand to decide on the suitable marketing strategy and whether we should include promotions for groups or just focus on the preferences of individuals.
* **Understanding the relationship between “Being socially active” and attending at least one movie in the past year.**
  + Findings based on Figure 2(using Crosstabs)
* Based on fig.2, we can clearly see that 79.36% of the total respondents who attended a movie in the past year were socially active individuals.
* This supported our hypothesis
* Identifying the demographic profiles that consider going to the movies very important.
* **Identifying the demographic profiles that consider going to the movies very important and somewhat important for marketing campaigns targeting.** 
  + Top performing demographics based on past year attendance: African-Canadians **(67.40%)**, Females **(49.40%)**, Seniors **(27.20%)**, Ages 21-23 **(38.60%).**

**Conclusion:**

* According to our analysis, we will accept the (Hypothesis #2):

Alternate Hypothesis:***“Socially active people more likely to go to the movies regardless of the personal preferences.”***

* According to our analysis we will reject (Hypothesis #1):

Alternate Hypothesis: ***“More than 50% of the survey respondents who think that going to the movies is “Very important”, have been at least to one movie in the past year.”***

**Recommendations:**

* Focus advertising campaigns on groups and couples (group discounts and offers).
* Use ad campaigns that are appealing to the identified top performing demographics and focus on the region within **49 KM** from the theatre location.
* Make sure that the most important deciding factors are considered:
  1. Comfortable seats **(70.31%)**
  2. Clean restrooms **(64.96%)**
  3. Quality of sound system **(64.72%)**
  4. Size of screen **(55.93%)**
  5. Auditorium Seating **(52.01%)**

**Appendix:**

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*Figure 1*

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*Figure 2*

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*Medians, Means, Modes, Std. Deviation for All questions:*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Question** | **Mean** | **Median** | **Mode** | **Std. Deviation** |
| Did you attend at least one movie at a movie theatre in the past year? | 0.898 | 1 | 1 | 0.302951414 |
| how important you consider going to the movies at a movie theatre, relative to other leisure activities you engage in? | 2.252232143 | 2 | 2 | 0.803373435 |
| Q3 | 1.575580357 | 1 | 1 | 1.251917053 |
| Q4 | 0.942093541 | 1 | 1 | 0.747756215 |
| a.Video arcade at the movie theatre | 1.22147651 | 1 | 1 | 0.589660208 |
| b. Soft drinks & food items | 2.375280899 | 3 | 3 | 0.995856381 |
| c. Plentiful restrooms | 2.99103139 | 3 | 3 | 0.945675106 |
| d. Comfortable chairs | 3.658482143 | 4 | 4 | 0.584566165 |
| e. Auditorium type seating | 3.361607143 | 4 | 4 | 0.793457085 |
| f. Size of the screen(s) | 3.456375839 | 4 | 4 | 0.753019823 |
| g. Quality of sound system | 3.566292135 | 4 | 4 | 0.673324383 |
| Number of screens at a movie theatre | 2.821029083 | 3 | 3 | 0.882925131 |
| Clean restrooms | 3.524553571 | 4 | 4 | 0.76226718 |
| Q6 | 2.484375 | 3 | 3 | 0.840648819 |
| Q7a | 2.821428571 | 3 | 3 | 1.011913692 |
| Q7b | 3.230425056 | 3 | 4 | 0.936631474 |
| Q7c | 2.753914989 | 3 | 3 | 1.038421803 |
| Q7d | 2.575892857 | 3 | 3 | 1.04208924 |
| Q7e | 2.923595506 | 3 | 3 | 0.869143525 |
| Q7f | 2.104783599 | 2 | 2 | 0.903038952 |
| Q8a | 7.1132287 | 0 | 0 | 16.17679931 |
| Q8b | 82.08071749 | 90 | 100 | 23.72724666 |
| Q8c | 10.08183857 | 2 | 0 | 17.17335687 |
| Q8d | 0.746636771 | 0 | 0 | 3.708590076 |
| Q9 | 3.220883534 | 3 | 3 | 0.725647995 |
| Q10 | 3.264 | 3 | 3 | 0.758587444 |
| Ethnic background | 1.410462777 | 1 | 1 | 0.788354751 |
| Gender | 0.544 | 1 | 1 | 0.498559046 |
| Classification | 3.098 | 3 | 4 | 1.239139594 |
| Age | 2.99 | 3 | 3 | 1.169887719 |

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