

## May and July 2020 Surveys

The May 8 to 12 (n=305) survey respondents were asked to rate their **level of concern about re-opening our economy and ending our social isolation**, while ensuring we continue to practice physical distancing, hand washing, wearing masks, and cleaning surfaces. The average rating was quite high at **7.2 out of 10**, with a median of 7 and a mode of 10 (the most frequent answer).

In our July 21 to 23 survey (n=97) we asked people to rate their **level of concern about re-opening our economy in Stage 3**, the average rating was **5.4 out of 10**, with a median of 5 and a mode of 5. This was a significant decrease in the level of concern over two months.

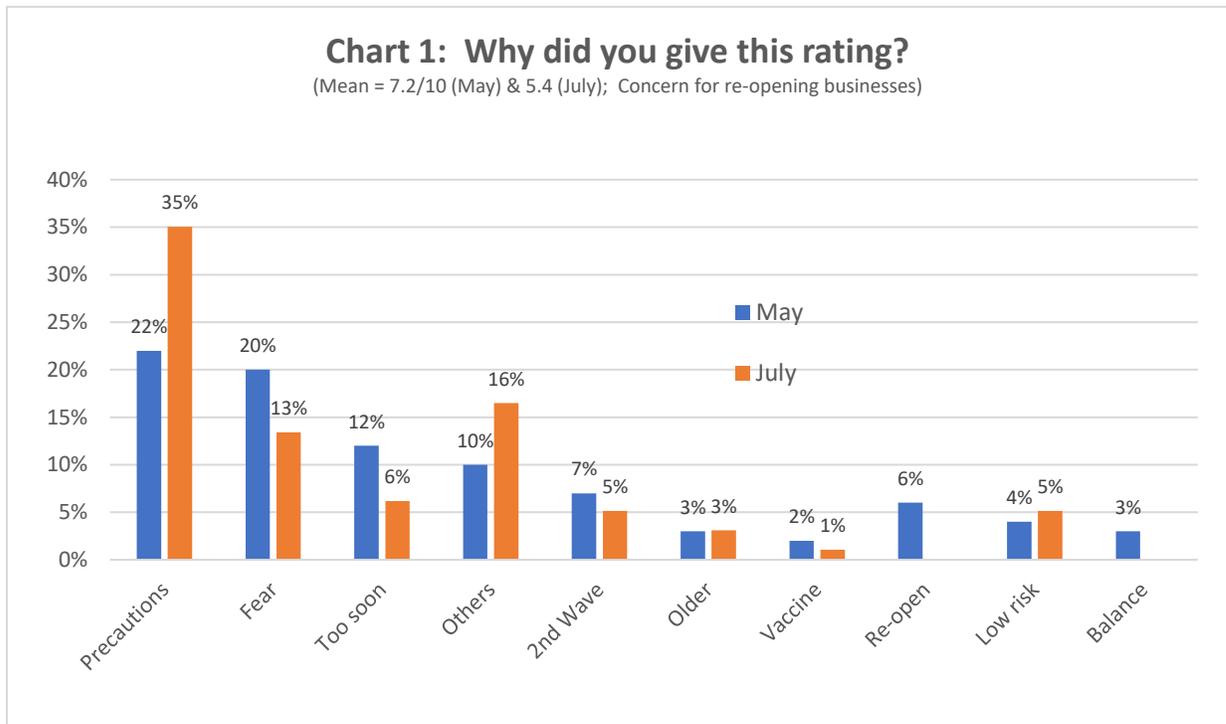


Chart 1 shows the reasons why people gave their ratings for their level of concern about re-opening our economy in May and July (Eastern Ontario moved to Stage 3 on July 17). People feel **less afraid** about opening the economy in July than they did in May. They feel **more confident** about opening safely in stage 3 with the proper protocols and precautions. However, they are **more concerned** about other people (particularly from outside of the community) not taking the proper precautions and increasing the risk of contagion.

**Six out of ten** people would like to see how things go with stage 3, and **open the theatre after Labour Day**. Three out of ten would like to have the theatre open as soon as possible (when it is safe), and one in ten would like to keep the theatre closed until October and make a decision to re-open then.

## November 2020 Survey

From November 3 to 10 (n=78) another short survey (6 questions) link was provided in a Mail Chimp e-letter that provided a full co-op update, and was sent to 736 people. The open rate was 44% (324 people opened it). Here is an excerpt from the e-letter:

While our co-op theatre has been closed, our board of directors and other volunteers have been busy. We have:

- Carefully managed our cash reserves to pay our overhead costs.
- Maintained our building and equipment, keeping it ready to re-open.
- Built a new membership and e-payment platform.
- Consulted with indoor air quality experts, including a University of Toronto professor.
- Pursued a Trillium grant to install new air ventilation, filtration and purification equipment recommended by experts, and re-engage with our community.
- Completed a recruiting process for the new part-time General Manager. We received four applications and we are pleased to announce that Russ Christianson has been hired.

There are a few things that each of us can do to help our theatre survive the pandemic:

1. [Buy a membership](#) (\$20 per year for an individual and \$40 for a family) and tell others about it. Click here.
2. [Answer our on-line survey](#) and pre-order Aron Theatre Co-op T-shirts, for yourself, family and friends. Click here.
3. [Make a donation](#). Click here.
4. Volunteer to help with the re-opening as an organizer, movie host, projectionist, or marketing or finance committee. Please e-mail [info@arontheatre.com](mailto:info@arontheatre.com)
5. Attend our annual general meeting (date to be determined).
6. Buy tickets when the theatre re-opens (date to be determined).

The Aron survived one serious threat, and it can survive this one too. With your help.

As a response to the e-letter, 8 new memberships were purchased (and 1 was renewed), and 38% (29 people) would buy a \$25 t-shirt for themselves and 25% (20 people) would buy more than one t-shirt, while 38% (39 people) are not interested. Since launching the online membership platform on July 9 (2020), we have 213 renewed and new members (70% are family memberships). We have 82% of the pre-pandemic membership, and we have received \$411 in online donations.

## ARON THEATRE CO-OP COMMUNITY SURVEYS: THE PANDEMIC AND RE-OPENING (MAY, JULY AND NOVEMBER 2020)

**Question 2:** On a scale from 1 to 10 (where 1 is low and 10 is high), please **rate how likely you are to attend a movie at the Aron Theatre Co-op once we re-open**, following all recommended health practices and installing new air ventilation and purification equipment. (Note: There have only been 49 COVID-19 cases and 1 death).

**62% (48/78) of respondents gave a rating of 10 out of 10 regarding attending a movie**, with a mean of 8.5 and a mode and median of 10. This is a very high rating and bodes very well for our opening. **Only 2 out of 10 people provided a rating of 7 or lower.**

### **Their concerns include:**

- I miss going to the theatre. It would depend on the number of cases of covid in Trent Hills.
- We have a low number of cases in Northumberland County. I am a senior, so I am a bit apprehensive. I would have to put my faith in your stringent adherence to health practices and your new equipment.
- We would like to support the Aron Theatre and have enjoyed many productions in the past.... We are seniors and would like to see the premises to assess the "social distancing" practicality.
- At some point in the future I will be back attending screenings, but not likely in the next several months. Perhaps by summer 2021.
- I honestly don't think I could go to a movie theatre until there is a vaccine available and a % of people have been inoculated. Underlying health conditions make it risky, even in small numbers of people in an enclosed space.
- It would depend on the movie - it would have to be something really special for me to decide to attend, I won't be going every week like I used to.
- Don't feel safe in large groups and not sure there would be a good movie to go see...
- Not ready yet, it is still a risk not worth taking
- Afraid of COVID.

### **The reasons given for the high ratings (8 to 10) include:**

- As long as our community continues to have a low number of cases, and this new ventilation equipment is installed, it would be great to get back to the theatre.
- As soon as it is deemed safe, I would return to the cinema. We need to be together with our community and share experiences after so long in isolation.
- Would like to get back out and watching movies, have done so in Belleville and Peterborough and had no issues following all recommended guidelines.
- You've done your due diligence.
- I am prepared to come to the Aron as long as all proper protocols are being followed.
- I miss going out to movies. I love the Aron. With the right precautions in place, I would feel safe attending.
- Because as long as proper protocols are followed I believe it to be safe.
- If recommended health practices are followed, along with a new ventilation system, I feel it would be safe to attend a movie at the theatre. I also feel it is important to support this wonderful theatre - I would hate to see it close! It is an important part of our community.

## ARON THEATRE CO-OP COMMUNITY SURVEYS: THE PANDEMIC AND RE-OPENING (MAY, JULY AND NOVEMBER 2020)

- Love seeing movies at the Aron! Have no desire to go to a bigger theatre!
- Good value and a good night out!!
- Best movie theatre in the area!
- It's time to re-open our theatre . . .
- A trust in the board's due diligence and faith that the theatre will not reopen until rigorous safety measures have been met.
- I really miss going to the theatre and I trust the board to make it safe.
- I miss seeing big screen movies and a night out with friends.
- I love the fact that it's a local town business and a co-op. I love the TIFF movies that you have been bringing in.
- I so very much enjoy seeing recent movies on the Big Screen. It is fantastic that you show TIFF movies. You are so very much appreciated.
- I love the Aron, it's been a part of my life since childhood.
- Great theatre. Great price. Great atmosphere.
- I love and miss the Aron Theatre. Personally I would go even if the theatre allowed a small group at the moment to try and generate some revenue. Even if you showed some older films to keep costs down.
- Two reasons. I miss seeing movies at a theatre. Also, I believe that if done correctly, (i.e. checking temperatures, distancing others a seat or two and the air ventilation), we can do this safely.
- I have been and continue to be a member. I believe in our little theatre.
- We are new to the area, and I love the idea of this kind of community spirit.

**Question 4:** On a scale from 1 to 10 (where 1 is low and 10 is high), please **rate how likely you are to volunteer at the Aron Theatre Co-op to help us re-open**, following all recommended health practices and installing new air ventilation and purification equipment.

**The mean for this rating was a very low 4.0 out of 10.** Only 14 people gave a rating from 8 to 10 (9 people gave a rating of 10). Seven out of ten (56 out of 78) people gave a rating of 5 or lower.

The **reasons for this low interest in volunteering** to help the co-op re-open:

- Afraid of COVID.
- Too busy.
- I do other volunteer work
- Not in good health
- I live out of town so being able to volunteer is difficult.
- As long as protocols are in place, but I would not want to deal directly with the public. Clean-up crew or set up crew - I think I could handle that.

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For the 28% (22 out of 78) of people who are **interested in volunteering**:

- Community is important
- Very interested in meeting people and helping the community
- Because I believe that the theatre is an important component to a healthy community.
- I like being part of the community theatre.
- Would love the opportunity to assist the theatre reopen in any way possible.
- I would be happy to support the theatre by volunteering.
- Support the Aron
- Anything to help the theatre get re-stabilized
- Something I've considered doing before Covid. And now the coop needs help even more.

**Question 6:** Do you have any other comments you would like to share with us?

**13% Enjoy** - Love the theatre and hope you are able to open soon.

**11% Re-open soon** - I am looking forward to the theatre reopening as soon as it is safe to do so.

**10% Hope it can survive** - I sincerely hope the Aron can weather this storm and can return to business.

**10% Thanks** - Thanks for being in touch. Keep up all the good work.

**6% Stay safe** - Stay safe and let's open soon if possible.

**38% No answer**