1964

Springville Rivoli Theater

Dale Allred

Jerald L. Dixon

Rod Henderson

Gerald Olpin

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SPRINGVILLE RIVOLI THEATER

Dale Allred
Jerald L. Dixon
Rod Henderson
Gerald Olpin

Prepared for
Prof. Roman R. Andrus and Springville City

Sponsored by
Springville City Council

Completed and Submitted
January 14, 1964
To: Professor Roman R. Andrus  
Business Management 558  
Brigham Young University

The reasons for doing this research are to fulfill the requirements for graduation in the business school, as a service to the citizens of Springville, and also for a desire to learn more about the problems and techniques involved in doing marketing research.

The authorization to do this research came from the Brigham Young University marketing research class and also from the mayor and city council of Springville, Utah.

We wish to express our appreciation to you for your aid and assistance in the completion of this project.

Sincerely yours,

Dale Allred  
Jerald Dixon  
Rod Henderson  
Gerald Olpin
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PREFACE

REASONS FOR STUDY

This study has been conducted to fulfill the requirements of a marketing research project required by the business school at the Brigham Young University. It is also being conducted in behalf of the people of Springville, Utah. The information in the study is designed to help the community make a decision on what should be done with the presently vacant Rivoli Theater.

We feel this study will be very beneficial in giving us experience we desire in this field.

SCOPE OF THE WORK

This project began on October 15, 1963. It includes important background information concerning the Rivoli Theater and its connection with the city of Springville. It compares the successful operation of the Scera Theater, a community theater, in Orem, Utah, with the possibility of the Rivoli Theater being operated in a similar situation. It speaks of the possibilities of this same theater being operated under private management as well as the Rivoli Theater remaining closed.

This report contains many of the problems which the Rivoli Theater was faced with and possible solutions to these problems. At the conclusion of the report alternatives to possible solutions are given along with suggested course of action, as felt by researchers, from the information which was compiled.

Information was gained primarily through past information relating to the theater and information gained through communication techniques, including a questionnaire of the adult and student segments of the population. The telephone was also used as a means of surveying the population. This means of surveying helped to verify the validity of the written questionnaires.

This survey will be concluded sometime in the early part of February. Before this time, an oral presentation will be given to the market research class. The concluding report will be given to the civic leaders of the Springville community along with the Springville Parent Teachers' Association.

ACKNOWLEDGMENTS

We wish to express our thanks and appreciation to the following individuals for their help in compiling this information:
INTRODUCTION

The information in this study is concerned with the Rivoli Theater in Springville, Utah. The information is based on past and future operations of the theater. It is concerned with the attendance support, financial support, possible contributed service support, as well as community feelings on how this theater should be operated.

The report takes into consideration the alternatives of operating as a community theater, privately-owned theater, or not using the Rivoli Theater at all. It also compares the advantages and disadvantages of each proposal.

This project came about as a required study in the marketing research class at Brigham Young University. The four researchers who compiled this report feel that the information contained herein will be of a great benefit in making a logical decision on action to be taken concerning the Rivoli Theater.
PROBLEM SITUATION

Timeliness and Use

The City Council is faced with the problem of needing a theater in the community. The theater which has been used in the past had to be closed as the present owner has had a serious illness. Now there is no theater serving the Springville area.

The community is interested and concerned about what is going to be done with the theater, if anything. The newspaper articles in the Springville Herald have carried information concerning this problem and a great deal of interest has been aroused in the community at this time over the situation.

Reasons for Study

We are doing this study because the people of Springville are interested in the theater and need information on the possibilities and opportunities of a community theater, privately-owned theater, or no theater at all. Also, because of the present interest in the subject we feel that this research project will be a public service and a good experience in a real market.

Alternatives

(1) Use the present theater under private ownership and management.
(2) Use the present theater under community ownership and management.
(3) Dissolve the idea of a theater altogether.

HYPOTHESIS

Our hypothesis is that it is feasible to operate the theater as a community project and that it will be supported by the community.

BACKGROUND

SPRINGVILLE CITY IN GENERAL

This beautiful city was settled in 1850 by a company of eight Mormon families under the direction of Brigham Young and later named for its clear, cold spring water.

It is located in Utah County about fifty miles south of Salt Lake City, and five miles south of Provo, the county seat of Utah County, with beautiful
Utah Lake to the west and the majestic Wasatch mountain range to the east. The mountains there are among the most beautiful in the state of Utah.

Springville has also expressed concern for the youth by providing an excellent baseball program and 16 mm films on Fridays for the youth in the Junior High School. The community is also concerned about what is going to be done with the Rivoli Theater.

RIVOLI THEATER'S PAST HISTORY

Financial. During the last three years of operation the average gross income was $28,389. Costs of operation are shown in the following breakdown:

- Film: 30%
- Advertising: 6%
- Labor: 17%
- Miscellaneous: 25%

(Miscellaneous expenses include repairs, utilities, freight, etc.)

The Rivoli Theater is presently owned by Mr. Vince A. Gilhool. He purchased the theater from Mrs. Emil Osland in 1956, after the death of her husband, for $42,000. At the time of the purchase Mr. Gilhool invested another $6,000 in remodeling and improving the facilities. He has since made further additions and presently values his investment in the Rivoli to be $60,000. The assessed value is $35,000.

Mr. Gilhool also owns the Art City Drive-in and values his investment in this theater at $140,000.

He would like to sell both theaters as the Art City would be competing against the Rivoli during the summer months when the drive-in is open, if he were to sell only the Rivoli Theater. However, he will sell the Rivoli alone. Upon the sale of the Rivoli Theater he will put 400 new seats on the main floor and move the better main floor seats to the balcony.

Operation. The reason Mr. Gilhool wants to sell the theater is his bad health. He suffered a blood clot recently and has been getting out of his businesses gradually ever since. He has sold most of his show houses (has four left at present: Rivoli, Art City, Timpanogos, and Huish) and has within the last month sold his finance company. Mr. Gilhool is in a position where there is no one in his family to take over the operations of his business and with his poor health he must retire from them.
Because of his poor health, he does not want to lease the theaters. He wants to get out of the business completely so that he is not responsible for someone else's actions, which he has no control over. He feels that the main weakness in the past operations of the Rivoli was the fact that his health kept him away from the theater and he was not able to keep a close enough watch on the operations. By leasing he feels that he would just be continuing his past absentee ownership which has hindered the theater's success.

Mr. Gilhool's opinions on the need for a theater in Springville are as follows:

1. Springville needs to keep business in the community. At present, the people have to go out of town to spend money on entertainment.
2. The art galleries are not enough to serve the entire community. They are adequate for some but are not fitting the needs of many others.
3. The city might consider the purchase and operation of both the Rivoli and the Art City and operate one in the winter and the other in the summer.
4. Utah Valley has a future of growth to look forward to. Springville will need a theater so that the community has an entertainment center to interest new industries that are looking for locations in this valley.
5. The community can render a service to both the community and others in the valley by giving them a place of entertainment.

SUCCESSFUL OPERATION OF A COMMUNITY THEATER--THE SCERA

The Scera is a non-profit corporation. It was organized by the influence of both church and community. The word "Scera" means "Sharon's Community Educational-Recreational Association." The Scera program includes many wonderful recreation facilities. However, we will only mention those which have been influenced in some way by the theater, since our main purpose is to illustrate the achievements and failures of a normal community theater.

The Scera is operated by a board of nine men who serve free for a year at a time. These men are elected by the community each year to serve on the board. The board members are chosen from all areas of Orem, giving full representation of the city. Management operations are conducted by two paid employees, the manager and assistant manager. These managers supervise people employed to handle the maintenance and direction of the
volunteer labor. Two of these paid employees plus the assistant manager are used on a part-time basis.

Average salaries per month:

Manager ........ $450
Asst. Manager .... $200
Projectionist .... $150
Custodian ......... $250
Caretaker ......... $250

All the personnel working for the Scera seem to be very warmhearted and feel they are being rewarded well for their efforts. There is a good feeling generated between them and the volunteer labor.

We were very surprised to see in the files of the Scera waiting lists of some 100 applicants who want to serve voluntarily. The Scera has between 70 and 100 volunteers working per week. The management has very little trouble with undependable people. These people serve in almost all capacities within the theater. The only pay they receive for their efforts is a free pass to the theater on off duty nights.

The Scera's beginning came under church sponsorship. It was organized in 1932 under the direction of the Sharon Stake. After one year it was turned over to community operation. They operated for six years in the Lincoln High School and had picture shows and all other attractions to interest young and old.

The main objective of the Scera is to give the youth good, clean, wholesome fun and learning. Since the Scera is owned by the community, there is no stock held by any individual unit. There are good uses for the profits made by the theater. Since it is now self-supporting, it has helped in paying for the summer program for children. It has a modern swimming pool and has acquired 23 acres of land for further development of a community center.

One noteworthy thing to mention about the Scera program is their money-raising methods. To further expand their facilities they used three specific plans:

(1) Bonds which had a 2% interest return until maturity.

(2) Memberships sold to the community program for $50, one year; $125, three years; and $190, five years. There is a lot of free recreation offered to the family through the preceding plan--including one show a month.
(3) Contributions are made by good citizens pledging 75 cents to be paid from the utility bill. Each household pays an extra 75 cents on its utility bill each month and this amount in return is turned over to the Scera program. This contribution amounts to about one or two thousand dollars a month.

The Scera received its start mostly from low interest return bonds. One thousand families plus most of the business concerns in Orem purchased them. Many citizens and businessmen gave of their time and materials for the return of these low interest bonds. The theater was completed in 1941 at a cost of $125,000. All the bonds were paid off in full ten years after their purchase. Now the Scera is completely established as a business for the people. No one makes a penny of profit. All profit is used in the following ways:

(1) For replacement of equipment and facilities in the building and on the grounds.

(2) For aid in financing the growth of the great recreational program under way by Scera.

Because of the success of the Scera Theater many other organizations have contributed financially. Among the most important are Alpine School District and Orem City. Between these two and the theater they donate $19,500 equally and annually toward the growth of the Scera. The L. D. S. Church donated the land for the Scera Theater and now rents it for $200 a month for church functions.

Now it may be worth while to examine some of the distinct parts of the theater operations to determine the theater's profitability.

The most important fact to a movie theater nowadays is the influence it can demand from film suppliers. The Scera has had a difficult time obtaining first-run films, and this has been somewhat of a problem. However, it has held well in the second-run category and has done reasonably well. One real disadvantage to a community-owned theater is its lone bidding power against theater chains. If the chains do not receive the latest films first, they all refuse to play them at all. This means a loss of many dollars to the studio; therefore, the studios give first-run films to the chains first.

Television has struck a powerful blow into the motion picture industry. To show the facts, twelve years ago there was an average of 500 shows released in one year. In the year 1962 there were only 168 released. Thus,
it has caused film bidding to become the major point to the success of a theater. There is a definite lack of product in the movie business.

Recently the Scera has just been winning some good first-run films. The manager is tired of being kicked around. He has refused to play certain shows and requests equal chances to obtain the first-run films. The Scera has shown some first-run movies lately and the attendance has been greater than it was with the second-run movies.

Another reason the Scera has a hard time getting first-run movies is that it only operates six days a week. Other theaters operate seven days a week and thus can bring in bigger audiences. When bidding, the theaters pay for the films according to the size of audience they get, so since the other theaters stay open one day longer they can pay more for the films.

Even though the Scera is not open on Sundays, it has a large seating capacity (800 seats). On lead films the average attendance is about 3200 a week.

Things that have affected attendance at Scera are as follows:
(1) Scera manager claims that the worst time for movies is between Thanksgiving and Christmas.
(2) Weather has a strong effect during the week. This is true even with a top movie playing. However, with a top movie playing, the weather does not affect weekend attendance.
(3) As mentioned previously, many people attend the Scera because of its surroundings. The manager claims that many people ignore the first-run movies in Provo and wait for the same movie to appear at the Scera.
(4) Day and date advertising helps attendance. This is when two independent theaters run an ad jointly and play the same movie. It is important, of course, that they are a distance from one another so as not to take each other's customers.

Since the Scera Theater is a community theater, it does not have to pay property tax, sales tax, and excise tax. This is a great advantage to a community theater.

The confectionary stand is a good profit maker for the theater. The best money makers in order of importance are drinks, buttered popcorn, popcorn, and candy. The markup is so good that the theater could throw away a glass of orange for every glass sold and still make a profit. The manager claims that the profit is about as good as the ticket sales.
The fountain is one part of the theater that brings people in who are not interested in the show. There is a quality ice cream snackbar and many people come early to enjoy ice cream before the show. The ice cream bar makes enough money to clear a profit easily.

The manager of the Scera Theater asked us if we would please leave the financial records out of our paper. His reason for this was that the movie producers charge for films according to the financial success of the theater.

FILM BIDDING: Problem of Rivoli Theater

In the past it has been common for the movie producers of the United States to turn out over 500 films a year. However, at the present time these Hollywood companies are only producing 168 films a year. Since the number of films produced is considerably less than in the past, competition has become more intense.

In order to distribute these films to the exhibitors, a system of film bidding has been set up. Generally those theaters with the largest population, largest box office revenue, and those that show the films most frequently have received all the first-run films. Also many belong to theater chains and have a great deal of bidding power.

In the past the Provo area has been divided into three basic parts: Provo Central; Provo North, which includes the city of Orem; and Provo South, which includes the Springville area. Agreements had been made in the past that Provo Central would receive first-run films first and Provo North and South receive these same films 14 days after their showing in the Provo Central area. However, since that time many of the films shown in Provo Central have had extended runs, thus drawing the population from Provo North and South.

In order for a theater to receive a film it had to compete on the same basis as other theaters. Therefore, the Springville and Orem areas were not able to secure first-run films as quickly as they could in the past. Since Springville’s population was comparably smaller than the Provo Central area, it was faced with this very serious problem of securing films. In order for the Rivoli to compete with the theaters in the Provo Central area it would have to remain open seven days a week. But this is a very costly operation requirement for a small theater.

To overcome this difficulty the Pioneer Drive-in, located in the Provo South area, brought a law suit against the film distributors for securing
first-run films for its area. The Pioneer won the law suit and was able to receive first-run films at the same time as the Provo Central area. This split run system worked very well for the Pioneer Drive-in.

In order for the Rivoli Theater in Springville to receive first-run films, or, a split run, it would have to follow the same course of action which the Pioneer Drive-in did. The only other alternative in order to obtain first-run films would be a great deal of public pressure for equal rights, concerning first-run films. The owner of the Rivoli Theater exerted some pressure on the distributors for equal rights in a letter written to the distributors. In this letter he stated his case and asked for a reply. One of the film companies replied in the affirmative while three others replied in the negative concerning this problem. Five companies did not answer his letter.

RESEARCH PROCEDURES

SAMPLING DESIGN

In order to gain information from both the adults and youth we took two separate samples, which were an adult questionnaire and a students' questionnaire. A careful estimate of the total population was made from the 1960 census, to arrive at an approximate figure of 10,450 for the Springville-Mapleton area. Through the use of the Nebo School District's enrollment records, we were able to determine that 4,429 of the total population are children under the age of eighteen. This left a total adult population of 6,021.

<table>
<thead>
<tr>
<th></th>
<th>Springville's Population</th>
<th>Mapleton's Population</th>
<th>Total Population</th>
<th>Number of children under eighteen</th>
<th>Number of adults</th>
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<tbody>
<tr>
<td></td>
<td>8,868</td>
<td>1,582</td>
<td>10,450</td>
<td>-4,429</td>
<td>6,021</td>
</tr>
</tbody>
</table>

The following information on sample size, of our two samples, was taken from a series of charts prepared by Dr. Melvin W. Carter, Chairman of the Statistics Department at Brigham Young University, in the spring of 1963. The exact size of each of the samples was determined by the number of areas we tested in each questionnaire. In the adult questionnaire we tested five areas: financial support, attendance support, voluntary service support, operations of the theater, and community feelings towards the theater.
Adult--The adult sample size was 511. This allowed for a confidence interval of 15% and a degree of confidence of 99%. (See Exhibit A below.)

Student--For the students' questionnaire we tested four areas: attendance support, voluntary service support, financial support, and operations of the theater. The children's sample size was 264. This allowed for a confidence interval of 20% and a degree of confidence of 99%. (See Exhibit B below.)

We are 99% confident. This means that we are 99% confident that the information gained from the samples will be within 15% of the mean of the total adult population and 20% for the student population. After gaining our adult sample size we broke the total area to be sampled into nine smaller areas. This was done with the help of the Springville Department of Utilities' billing records. From these records we were able to determine the number of households in each of the areas. Each area was then given a quota* of sample to be filled.

* See map on page 64.
METHODS OF INTERVIEWING

Our field team consisted of 18 men who were paired off and given a specific area.

The Actual Sampling - Adult Instructions to the field team went out in the form of personal meetings with each member along with a written instruction sheet. (See Exhibit 1.)

They passed the questionnaires out in their areas on one evening and then returned on the following evening to pick them up. Because of the high interest of the community we were able to gain a 90% return (567 out of 625) of the questionnaires. We feel that our efforts to instruct the field team properly were evident here.

The high interest of the community was aroused by an article which appeared in the Springville Herald on the Thursday before we passed out the questionnaires, that informed the community of what we were doing. Following is the article which appeared in the Springville Herald telling about the research project on the Rivoli Theater.

Students Make Theater Survey

A team of students from Brigham Young University will begin the latter part of the week on a research project in Springville which will comprise a survey on the opening of the Rivoli Theater.

It is an assignment to the students who are doing the work, and they have the approval of the mayor and City Council.

On the premise that the theater will open, the questionnaire which the students will pass out, will concern financial and attendance phases of support in a house to house canvas. The questionnaire will be passed out one evening and collected the next.

Questionnaires will also be submitted to students concerning attendance support.

Formation of the project is by Gerald Dixon, Springville; Dale Allred, Provo; Jerald Olpin, Orem; and Rod Henderson, Oakland, California.

The children's sample was taken in the local schools by the four researchers. We took a total of 300 samples of which 279 were returned. The principals of the schools involved were very helpful in arranging time for us to take the sample, and they along with the students and the majority of the adults showed a tremendous amount of interest in the theater either for
INSTRUCTIONS TO FIELD TEAM

I. WHAT THE SURVEY IS ABOUT
   A. Proposed community theater
      1. Attendance support
      2. Financial support
      3. Contributed service support
      4. Operation of theater
   B. Community feeling concerning the theater

II. WHEN SURVEY IS TO START AND BE FINISHED
   A. Start----Nov. 25, 1963
   B. Finish---Nov. 26, 1963

III. HOW MANY PEOPLE ARE TO BE CONTACTED
   A. Where-- (area)
   B. How to select those being contacted
      1. Random door to door selection in area
      2. If person is not at home, do not leave a questionnaire, just proceed to the next home.
   C. How to introduce yourself and initiate the interview
      1. Name
      2. Member of research team from B. Y. U.
      3. Gain information on Rivoli Theater
      4. Please fill out questionnaire completely.
      5. Instruction page will give you details.

IV. HOW EACH QUESTIONNAIRE IS TO BE CORRECTED BEFORE RETURNING
   Each question must be answered.

V. WHAT TO DO WITH THE COMPLETED QUESTIONNAIRE
   Return to supervisors personally or leave them at Prof. Roman Andrus's office, 387 JKB.

VI. COMPENSATION
   A report will be given to Prof. Done of students' co-operation.
or against it. The actual make up of the student sample is represented on Chart 1.

We used 150 telephone interviews to check the validity of our sample. We found that in all areas checked that the results were within 1% of the original answers.

![Chart 1: Student Sample Size](chart1.png)

<table>
<thead>
<tr>
<th>Age</th>
<th>(under 12)</th>
<th>(13-15)</th>
<th>(16-18)</th>
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<tbody>
<tr>
<td>Total</td>
<td>26</td>
<td>145</td>
<td>108</td>
</tr>
<tr>
<td>% Population</td>
<td>9.3%</td>
<td>52%</td>
<td>38.7%</td>
</tr>
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CHART 1
QUESTIONS:  

Questions 1, 2, 3, and 4 of the adult questionnaire were used for the purpose of identification.

Through the use of questions one and two we determined that the greatest portion of the community's adult population are long-time residents of Springville. This represents 67.8% of the adults who have lived in Springville for at least 15 years and 44.4% who have lived there for over 25 years. This group was primarily in the 40-64 age group.

Questions 3 and 4 were used to determine the number of married adults in the community and the number of children in families. This was to give us a good indication of the way people with children would support a theater and the way those without children would support a theater.

We found about 3% of the adult population just is not interested. It will be apparent that many of the percentage figures do not total 100%, the cause being this small percentage of uninterested adults.

An example of the questionnaire that we used is shown in the following exhibit. The first page of the questionnaire shows a statement given by the mayor of Springville, Paul M. Haymond, requesting the community to give their support to the B. Y. U. research group. The second page is a letter to the adults filling out the questionnaire. It tells what the survey is about, who is doing the study, and also gives instructions on how to fill out the questionnaire.
As Mayor of Springville, I support the work that this research team is doing. The information gained from this study will be very helpful in making a decision concerning community action on the Rivoli Theater.

Please give the members of the research group your full cooperation.

Thank you very much for your interest and participation in this community affair.

Respectfully yours,

PAUL M. HAYMOND
Mayor, Springville
I. WHAT THIS SURVEY IS ABOUT

This survey represents a portion of a study being done on the Rivoli Theater. It will help in making a decision on whether to open the Rivoli Theater under community sponsorship.

The questionnaire covers the following areas:
A. Attendance support
B. Financial support
C. Contributed service support
D. Operation of theater
E. Community feelings concerning the theater

II. WHO IS DOING THE STUDY

This survey is being done by 24 students from the Business College of the Brigham Young University. Four of these students have formulated this study as a research project.

INSTRUCTIONS

III. HOW TO COMPLETE QUESTIONNAIRE

A. We are interested in the total outlook of the community. We are not asking for your signature. This questionnaire will remain completely anonymous.

B. Answer each question completely.

C. If married, please fill this questionnaire out with your wife or husband.

D. Please watch for questions which require ranking. (Example: 1, 2, 3, etc.) If you are not familiar with one or some of the possible answers, do not place a number in that space.

E. Please feel free to make comments in the spaces allowed and any further comments not covered on the questionnaire on the last page.

IV. WHAT TO DO WITH THE COMPLETED QUESTIONNAIRE

The questionnaire will be collected by a member of the research team approximately 24 hours after he has delivered it.
QUESTIONNAIRE

1. How long have you resided in the Springville-Mapleton area?
   - 0-1  - 1-5  - 5-15  - 15-25  - 25-50 or over

2. Which age group applies to you?
   - 19-29  - 30-39  - 40-64  - 65 and over

3. Marital status:  ___ Single  ___ Married

4. If married, number of children living at home ___

5. Do you attend movies?  ___ Yes  ___ No
   - If yes, how often?  ___ 4 times per month  ___ once every 2 months
   - ___ 3 times per month  ___ once every 6 months
   - ___ 2 times per month  ___ once a year or less
   - ___ 1 time per month

6. Would you attend movies more often if there were a theater in Springville?
   - ___ Yes  ___ No

7. Did you attend the Rivoli Theater when it was operating?  ___ Yes  ___ No
   - If yes, how often?  ___ 4 times per month  ___ once every 2 months
   - ___ 3 times per month  ___ once every 6 months
   - ___ 2 times per month  ___ once a year or less
   - ___ 1 time per month

8. State reasons you didn't attend or attend more often.
   - ___ Too noisy, not enough supervision of children
   - ___ Depended on show playing
   - ___ Not residing in Springville when theater was operating
   - ___ Other - Please state __________________________
   - Would you attend or attend more often if these were corrected?
   - ___ Yes  ___ No

9. During the summer season, which do you attend more often?
   - ___ Drive-ins  ___ Indoor Theaters  ___ Both equal

10. In which area do you attend the most movies through the year?
    - ___ Provo  ___ Orem  ___ Salt Lake City  ___ Springville
    - ___ Spanish Fork  ___ Other (specify) __________________________

11. In order of importance, number the following reasons for your choice of a theater when you go to a movie. (Please rank 1, 2, 3.)
    - ___ Type of movie playing  ___ Admission price  ___ Comfort and environment

22
12. What theater do you attend most? (Rank the following in order of your preference. Example: 1, 2, 3, 4, etc.)

Academy
— Arch
— Art City Drive-In
— Geneva Drive-In
— Paramount
— Pioneer Drive-In
— Scera
— Timpanogos Drive-In
— Uinta

13. What type of movies do you prefer? (Rank the following in order of your preference. Example: 1, 2, 3, etc.)

Foreign Films
— Musicals
— Romance
— Comedies
— Adventure
— Westerns
— Fairytale (Walt Disney type)
— Drama
— Mystery

THE FOLLOWING QUESTIONS HAVE TO DO WITH THE PROPOSED SPRINGVILLE COMMUNITY THEATER

14. Would you be willing to volunteer one night a month toward the operation of the community theater in return for a pass to the theater?

____ Yes  ____ No

15. In answering this question, assume you have teenagers in your family. Would you be willing to let your teenagers volunteer one night a week toward the operation of the community theater?

____ Yes  ____ No

16. For the initial purchase of the Rivoli Theater as a community project, would you be willing to support it financially by one or more of the following?

____ Family donation of $10
____ Bond issue at a low interest rate
____ Assignment to utility bill of 50¢ to $1 per month
____ Not willing to support financially
____ Other suggestions

17. Would you be willing to support the community theater through season subscription booklets or passes?

____ Yes  ____ No

18. How often do you feel the theater should be opened?

____ 1 evening per week
____ 2 evenings per week
____ 3 evenings per week
____ 4 evenings per week
____ 5 evenings per week
____ 6 evenings per week
____ 7 evenings per week

23
19. Do you want matinees?
   ____Yes  ____No

20. If you answered question 19 yes, please state how often.
   Daily
   ____Saturday only
   ____Saturday and Sunday
   ____Sunday only

21. Would you be in favor of using the proposed community theater for both movies and other community events?
   ____Yes  ____No

22. How much do you spend on entertainment in a month? (Please estimate to nearest dollar.)
   $0 to 3  ____$10 to 20
   ____$3 to 5  ____$20 to 40
   ____$5 to 10  ____$40 and above

23. How much of the above amount do you spend on movies each month? (Please estimate to the nearest half dollar.)
   $0 to 2  ____$5.50 to 10.00
   ____$2.50 to 5.00  ____$10.00 and above

24. If you attend movies less than once a month, please state the amount you spend per year.
   $0 to 5.00  ____$10.00 to 15.00
   ____$5 to 10.00  ____$15.00 and above

25. Are you willing to spend $1 to see an average movie in the proposed Springville community theater?
   ____Yes  ____No

26. What are your reasons for wanting the proposed community theater?
   ____Gives the youth of the community a place of entertainment
   ____Development of the community
   ____Have a place of entertainment within the city
   ____Other

27. Do you feel that the proposed community theater, similar to the Scera, will meet the needs of the community?
   ____Yes  ____No

Comments ____________________________
28. Suggested improvement for the proposed community theater.
   Remodel present theater
   Better supervision of children

   Other suggestions:

29. Under what type of ownership would you like to see the Rivoli Theater operate?
   Private ownership
   Community ownership
   No theater at all

30. Would you rather watch television than go to a movie on Friday or Saturday night?
   Yes  No
ATTENDANCE SUPPORT

Adult Attendance The percentage of adults in Springville who attend movies is 96.2% of total population; however, some of these people may attend once a week, or only once a year.

Frequency of Attendance The majority of these adults (53.1%) attends movies less than once a month, and out of this percent 24.1% attend once every other month; 69.7% of the population would attend more frequently if there was a theater in Springville.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/Mo.</td>
<td>4.3%</td>
</tr>
<tr>
<td>3/Mo.</td>
<td>8.3%</td>
</tr>
<tr>
<td>2/Mo.</td>
<td>15.8%</td>
</tr>
<tr>
<td>1/Mo.</td>
<td>14.7%</td>
</tr>
<tr>
<td>6/Yr.</td>
<td>24.1%</td>
</tr>
<tr>
<td>2/Yr.</td>
<td>21.5%</td>
</tr>
<tr>
<td>1/Yr.</td>
<td>7.5%</td>
</tr>
<tr>
<td>Never</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

CHART 2

The admission price for the proposed community theater has been chosen by 77% of the sample. This 77% chose $1.00 admission price. With all the adults attending movies once a month at the admission price of $1.00 the total movies' revenue would be $6,021 per month.

We must, however, allow for deductions from this figure for attendance at other theaters and take into consideration why other theaters are attended. This will be outlined and discussed further in the conclusions on the adult questionnaires.
Future Attendance at Rivoli  In most cases more than one reason was checked for not attending or not attending more often; 48% of the adults said the theater was too noisy; 76% said it depended on the show playing; 17% gave other reasons which were suggestions for improvements in the theater. If all these factors were connected, 81.5% would attend more frequently.

Effect of Variables on Attendance at the Rivoli  Drive-in movies will have an adverse effect upon the proposed community theater. This will be especially true during the hot summer months. However, indoor movies will retain at least over 50% of the adult population. Chart 3 illustrates the effect of drive-in movies on indoor theaters among the adults of Springville.

<table>
<thead>
<tr>
<th>Type of Theater Attended During Summer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive-in Theater</td>
</tr>
<tr>
<td>Indoor Theater</td>
</tr>
<tr>
<td>Both Indoor and Outdoor</td>
</tr>
</tbody>
</table>

CHART 3
The results on frequency of operation were 30.5% of the people who wanted the theater open only three nights per week. Another 18.5% wanted four nights of operation, and the other portions of the total group were in favor of less operating nights per week.

The adults are very strongly in favor of matinees. There are 83.4% who want matinees. This group includes many people who do not have children. Most parents with families at home were in favor of matinees. There were only 16.1% that did not want matinees. Of the percentage that wanted matinees, 68.5% wanted Saturday only and 14.3% wanted both Saturday and Sunday.

These are the types of movies Springville adults desire in order of preference:

1. Musical
2. Adventure
3. Comedy
4. Fairy tale
5. Drama
6. Western
7. Romance
8. Mystery
9. Foreign Films

From the above choices of Springville adults we can determine the films that would bring the best attendance from the majority of movie attenders. Thus, it would be important to the financial success of the theater to play popular films to obtain maximum results.

Adult order of preference for theaters in this area is:

1. Academy
2. Paramount
3. Pioneer Drive-In
4. Scera
5. Geneva Drive-In
6. Art City
7. Arch
8. Uinta
9. Timpanogos Drive-In

In discussing the choice made by the adults we can understand that they prefer first-run films. This is shown by their preference of the Academy, which always plays first-run films. Supporting this view would also be the fact that they chose the Paramount and Pioneer as second and third choices. The adults also in their first four choices used comfortable and most up-to-date theaters in Utah County. From this we can assume that some improvements may be advantageous to the proposed community theater.

Of the three reasons for attending a particular theater, 88% chose type of movie playing as the number one reason. Comfort and environment was the second reason and admission price was the third reason.

The main concern of the adults is the picture that is playing and this has to do with Springville obtaining rights to first-run pictures as discussed in
the section on film bidding.

Area of Attendance Of the adults 59.9% attend most of the movies in Provo; 27.3% said they attend most of their movies in Springville.

![Pie chart showing area of attendance.]

The pie graph below (Chart 5) illustrates the effect that weekend television has upon the movie attendance in Springville. This is the result of those who prefer watching television on Friday and Saturday as compared to those who would go to the movies.

![Pie chart showing effect of weekend TV on movie attendance.]

CHART 4

CHART 5
FINANCIAL SUPPORT

Willingness to Support Financially. Of the total population, 42% was not willing to support a theater financially in Springville. In gaining our information we felt it would be important to look at the population according to the length of time each segment had lived in the community, but after examining this data we found that this was a very unimportant variable since the greatest variance between groups was 8%. The following chart (Chart 6) illustrates this.

Support Equated to Length of Time Lived in Community

We also looked at the age groups in the community as a possible variation in financial support from the total population. We found that, generally, as people increased in age they were not as willing to support financially. The following chart (Chart 7) shows this variation.
How Support Will Be Given

There were four alternatives for those who were willing to support financially. Those alternatives included: family donation of $10.00, bond issue at a low interest rate, assignment to utility bill of 50¢ to $1 per month, and other suggestions.

In all the following choices the age group from 30 to 39 expressed their highest amount of support. This group is 29.8% of the total population. Chart 8 shows the age division, their percent of support of each of the alternatives and the breakdown of the percent of total population.

We also felt that we should consider the possible difference in support from the single and married segment of the population. However, the results of our questionnaire showed that the single population was only 3.5% of the total. Since most of those who were considered single were widowers and divorcees, we felt this group should be considered as a part of the total
FINANCIAL SUPPORT FROM EACH AGE GROUP

<table>
<thead>
<tr>
<th>ADDED DATA</th>
<th>AGE GROUPS</th>
<th>PERCENT OF TOTAL POPULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>19-29</td>
<td>15.6%</td>
</tr>
<tr>
<td></td>
<td>30-39</td>
<td>29.8%</td>
</tr>
<tr>
<td></td>
<td>40-64</td>
<td>47.6%</td>
</tr>
<tr>
<td></td>
<td>65 and over</td>
<td>6.4%</td>
</tr>
</tbody>
</table>

FAMILY DONATION OF $10.00

BOND ISSUE AT LOW INTEREST RATE

ASSIGNMENT TO UTILITY BILL OF 50¢ TO $1 PER MONTH

OTHER SUGGESTIONS

CHART 8
population and not a division.

Another alternative which was given the community was the choice of purchasing season passes in advance of film presentations; 47.3% stated that they would purchase season passes, while 52.8% were not willing to support the theater in this manner.

**Entertainment Dollar** The following chart (Chart 9) gives a pictorial indication of the dollar amounts spent on entertainment and the percentage of the population that spends that dollar amount.

![Entertainment Dollar Chart](chart9.png)

We found that in the Springville area 50% of the adults attend movies once a month or more. Chart 10 below shows the dollar amount they spend for movie entertainment.

![Movie Entertainment Dollar Chart](chart10.png)
Chart 11 shows the half of the adults in Springville that do not attend movies once a month or less. It also shows the dollar amount of the above part of the total population.

<table>
<thead>
<tr>
<th>Attendance Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.3% $5 - $10</td>
</tr>
<tr>
<td>11.3% $10 - $15</td>
</tr>
<tr>
<td>19.6% 0 - $5</td>
</tr>
</tbody>
</table>

CHART 11

VOLUNTEER SERVICE SUPPORT

Willingness of Adults to Volunteer Service Time. In compiling the information concerning the possibilities of a community theater, we felt that the cost of labor was an important overhead item in the operation of the Rivoli Theater. After referring to the successful operation of the Scera Theater, we felt that our questionnaire should be patterned after that successful community endeavor. We felt that the success of the Scera could be traced to the general interest of the community in many ways. The people of Orem felt strongly enough about their community theater to donate volunteer service towards its operation. This indeed created a community interest in their project.

Since one of the proposals concerning the Rivoli Theater is the possibility of a community theater, we felt this segment of the Springville Theater should be considered. Also, the total adult population was asked a question concerning their willingness to volunteer service. Of the total adult population, 55.2% stated they would be willing to support the proposed community theater by offering service one night a month, while 44.4% were in the negative.

Willingness of Parents to Let Teenagers Donate Service Time. We also asked parents if they would be willing to let their teenagers volunteer one night a week towards the operation of the proposed community theater.

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The response indicated 75.9% of the parents were willing to let their teenagers volunteer this service towards their community; 23.7% of the parents were against allowing teenagers to do this.
Give youth a place of entertainment
Development of community
Have place within city

CHART 12

(65 and over)  (44 - 64)  (39 - 39)  (19 - 64)

COMMUNITY FEELING
Reasons for Wanting the Community Theater, Chart 12.
Chart 13 represents the feelings of 59% of the adults who are in favor of a community theater; 35% would rather have a privately owned theater and are not counted in these calculations. Of the adult population 6% do not want a theater.

Chart 13 represents breakdown on type of ownerships mentioned above.

**Type of Theater Desired**

![Pie chart showing the preferences of adults]

**CHART 13**

**Will Proposed Community Theater Meet Needs** Of those who favor a community theater (59%), 85.1% feel that it would meet the needs of the community.

**OPERATIONS**

**Possibility of other uses for theater** There were 84.9% of the adults that supported the idea of using the local community theater, if opened, for other activities other than movies only. Only 9% were against it and 6% were not interested at all.
possible, have a back entrance and parking facilities;" "We attend out of town because we don't enjoy waiting months for a movie to come."
Many comments were made about the theater being dirty and dusty and needing to be kept up better.

CONCLUSIONS

Attendance Support  The adult population in Springville is a less important factor in attendance support than that of the younger population. The attendance of the adults is less than once a month. They would attend more frequently, however, if there were a theater in Springville.

Since the sample has shown that the financial support from the adult segment of the population is much more important, we will primarily consider this factor. We found that 77% of the adults are willing to pay $1.00 for the adult admission to the theater. With average attendance at one time per month 96.2% attending movies, the total possible revenue would be $5,792 per month.

\[
\begin{array}{c}
\$ 5,792.00 & \text{Total dollar revenue from adult population} \\
1,158.40 & \text{Total dollar revenue per month at Rivoli including deductions for drive-ins} \\
12 & \text{one year period} \\
\$13,900.80 & \text{Total dollar revenue per year at Rivoli}
\end{array}
\]

Financial Support  Of the adults, 42% are unwilling to support the proposed reopening of the Rivoli Theater on a community basis.

From the age group segment of the population we found that the older people were less willing to support the theater financially. From this information we found that any type of collection should be concentrated in the age groups of 19-29, 30-39, and 40-50.

We found that the age group from 30-39 gave the highest support levels in each of the proposed methods of raising finances to purchase and operate the Rivoli Theater. The second group to follow this was the age group from 40-64, except for the assignment to utilities which was down to 15%. These two age groups comprise 77.4% of the total adult population in the community.

The reason for this is that the majority of the people in this age group have large families. Thus, they are more concerned about having a suitable place for entertainment for the youth.
Entertainment Dollar  The largest percent of the entertainment dollar consists of two major groups. These groups include 55.9% of the total entertainment dollar spent. Therefore, from the information gained in the questionnaires, it told us that the main reason for attending a movie at a theater was because of the type of movie playing.

Voluntary Service Support  Of the adults, 52.2% are willing to donate one night a month to the operations of the theater; 75.9% of the adults were willing to let their teenage children donate voluntary service support.

Operations  The main suggestion for improvement in the operations of the theater is better supervision of the children; 46% of the adults suggested that the Rivoli Theater be remodeled if it is opened again.

Community Feeling  The reason for wanting the theater, in general, is to have a place of entertainment within the city for the people within the community itself. The people in the age groups of 30-64 are more concerned about the youth. Of the community (adults), 59% are in favor of having a community theater; 35% favor privately-owned theater; and 6% do not want a theater in Springville.

Of the total adult population, 50.2% feel that a community theater will meet the needs of the community.
In the student questionnaire (see next page) the first four questions have to do with the identification of those being sampled. Through question one we eliminated 3.6% of those sampled on questions having to do with past operations. We also found that the students of Springville for the most part are permanent residents. (See Chart 15 below.)

Length of Time Students Have Lived in Community

[Diagram showing the following distribution:]
- 84.9% over 5 years
- 11.5% 1 to 5 years
- 3.6% less than 1 year

The question on sex was used to help in determining the accuracy of our sample by comparison with the total number of boys and girls enrolled in the Springville schools. On questions dealing with use of cars and amount of money spent on entertainment, we found that the male segment had higher percentages.

Both questions three and four were used to analyze how the different age groups and school grades affected the reactions of the students.
STUDENT QUESTIONNAIRE

1. How long have you lived in the Springville and Mapleton area?
   ____ less than 1 year  ____ 1-5 years  ____ over 5 years

2. Sex: ____ Male  ____ Female

3. Which age group applies to you?
   ____ under 12  ____ 13 to 15  ____ 16 to 18

4. Grade in school  ____ 7th  ____ 8th  ____ 9th  ____ 10th  ____ 11th  ____ 12th

5. Do you attend movies?  ____ Yes  ____ No
   If yes, how often?
   ____ 5 times per month or more
   ____ 4 times per month
   ____ 3 times per month
   ____ 2 times per month
   ____ 1 time per month
   ____ once every two months
   ____ once every 6 months or less

6. Would you attend movies more often if there were a theater in Springville?
   ____ Yes  ____ No

7. Did you attend the Rivoli Theater when it was open?  ____ Yes  ____ No
   If yes, how often?
   ____ 4 times per month
   ____ 3 times per month
   ____ 2 times per month
   ____ 1 time per month
   ____ once every two months
   ____ once every 6 months or less

8. During the summer season, which do you attend more often?
   ____ Drive-ins  ____ Indoor Theaters  ____ Both

9. In which area did you attend the most movies through the year?
   ____ Provo
   ____ Orem
   ____ Salt Lake City
   ____ Springville
   ____ Spanish Fork
   ____ Other

10. In order of importance, number the following reasons for your choice of a theater when you go to a movie. (Please rank 1, 2, 3.)
    ____ Type of movie playing
    ____ Admission price
    ____ Comfort and environment
11. What type of movies do you like? (Rank the following in order of your preference. Example: 1, 2, 3, etc.)

- Foreign
- Adventure
- Musicals
- Westerns
- Romance
- Fairy Tale (Walt Disney type)
- Comedies
- Dramas
- Mystery

12. Which theater do you attend most? (Rank the following in order of your preference. Example: 1, 2, 3, etc.)

- Academy
- Arch
- Art City Drive-In
- Geneva Drive-In
- Paramount
- Scera
- Timpanogos Drive-In
- Uintah

13. How often do you feel the theater should be opened?

- 1 evening per week
- 2 evenings per week
- 3 evenings per week
- 4 evenings per week
- 5 evenings per week
- 6 evenings per week
- 7 evenings per week

14. Do you want matinees?  Yes  No

15. If you answered the above question yes, please state how often.

- Daily
- Saturday only
- Saturday and Sunday
- Sunday only

16. Would you be willing to donate one evening a week toward the operation of the proposed community theater in return for a free pass?

- Yes  No

17. How much do you spend on entertainment in a month? Please answer to the nearest dollar.

- $0 to 4
- $5 to 9
- $10 to 14
- $15 to 19
- $20 to 25
- $25 and above

18. How much of the above amount do you spend on movies each month? Please answer to the nearest half dollar.

- $0 to 3
- $3.50 to 5.00
- $5.50 to 10.00
- $10.00 and above

43
19. How much are you willing to spend to see a movie in the proposed Springville Community Theater?

(12 years old and under)  (13 to 18)

___25¢   ___50¢   ___15¢   ___25¢   ___50¢

___75¢   ___$1

20. Do you have access to a car?

___Yes  ___No

If yes, would you rather attend shows in Springville, or go out of town?

___Springville  ___Other Area

21. Would you rather watch television than go to a movie on Friday or Saturday night?

___Yes  ___No
ATTENDANCE SUPPORT

Student Attendance  From the information gained in the questionnaire given to the students, we found that the vast majority of our sample do attend movies. From this information it is evident that the student population is an important factor in the successful operation of a theater in Springville. (See Chart 16.)

Frequency of Attendance  In equating the frequency of attendance per month of students in the Springville area, we found that 84.9% of the youth attend movies once a month or more. Of the youth, 26.2% attended twice each month. This frequency represents the greatest amount of attendance. (See Chart 17.)

It was interesting to note that all age groups in the student sample attended movies about the same number of times per month. Thus, we used the total figures of all students in the preceding chart.

Students were asked the question of whether or not they attended the Rivoli Theater when it was in operation; 93.2% stated they did attend, and 6.5% said they did not go to the theater. From those that said yes, we obtained the information given in Chart 18.
Frequency of Attendance

<table>
<thead>
<tr>
<th>Per Month</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 times</td>
<td>5.7%</td>
</tr>
<tr>
<td>4 times</td>
<td>13.6%</td>
</tr>
<tr>
<td>3 times</td>
<td>21.9%</td>
</tr>
<tr>
<td>2 times</td>
<td>26.2%</td>
</tr>
<tr>
<td>1 time</td>
<td>16.8%</td>
</tr>
<tr>
<td>once every 2 mo.</td>
<td>7.9%</td>
</tr>
<tr>
<td>once every 6 mo.</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

CHART 17

Attendance at Rivoli Theater When Opened

<table>
<thead>
<tr>
<th>Frequency per mo.</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 times per mo.</td>
<td>22.9%</td>
</tr>
<tr>
<td>3 times per mo.</td>
<td>20.4%</td>
</tr>
<tr>
<td>2 times per mo.</td>
<td>23.3%</td>
</tr>
<tr>
<td>1 time per mo.</td>
<td>11.8%</td>
</tr>
<tr>
<td>once every 2 mo.</td>
<td>8.2%</td>
</tr>
<tr>
<td>once every 6 mo.</td>
<td>6.5%</td>
</tr>
</tbody>
</table>

CHART 18

Among the student population 84.9% attend movies at least once a month or more.

1424  Total number of students age 12-18 years
84.2%  Number of students that attend movies at least once a month
1199  Number of students that attend movies at least once a month
We find that 85.3% of the 1199 students would be attending movies in a Springville theater, if there were a theater there. There would be 1023 students attending at least once a month at 75¢ a ticket. This would mean a monthly minimum income from student sales of $767.25. Yearly income would be $9,205.00. From the frequency of attendance figures gained from the questionnaire, there would be an approximate maximum student revenue of $2,900.00 per month.

From the questionnaire we gained information stating that if there were a theater presently operating in Springville, 82.8% of the students would go to movies more often than they are at the present time. This percentage shows that there would be an increased attendance from the youth of Springville providing there were a theater located there.

Effect of variables on attendance at Rivoli Theater. Students in the summer time often enjoy drive-in theaters more than indoor theaters. In the sample taken, 22.9% do not favor drive-ins. A very large number, 47%, are indifferent as to where they attend a movie. To them one is just as good or enjoyable as another. There were 29.7% that favored drive-ins over indoor theaters.

To find a minimum of those students that will attend drive-ins through the summer months, we must compute one-half of the 47% of those who attend both types of theaters. By taking half of this, we obtain an average of the indoor show patrons and the average of students who attend the regular two types of theaters a month. By adding 29.7% with 23.5%, we come up with a total percentage of students who attend drive-ins. The total is equal to 53.2% or 635 students. (Based on attendance of once a month.)

| Number of students attending drive-ins per month | 635  |
| Admission price | $0.75 |
| Rivoli's one-month ticket loss | $476.25 |
| Rivoli's five-month ticket loss | $2381.25 |

Possible minimum profit earned by Rivoli | $9207.00 |
Money lost to drive-ins per year | $2381.25 |
Possible profit made by Rivoli per year after deduction of drive-ins | $6825.75 |

One of the questions we included on our questionnaire was concerning the frequency of operation of the proposed community theater. By asking this question we found that 37.3% of the students in Springville are in favor of having the theater open six evenings per week. There were 15% who pre-
ferred that it be open three or four evenings per week. From past operations we found that three or four evenings of operation brought the best attendance and results.

A majority of the three age groups we tested would like to have matinees if the Rivoli Theater is reopened. The younger students are more in favor of having matinees than are the older students. We found that as the students increase in age their desire to attend matinees decreases. Chart 19 shows the desire for matinees by age group.

<table>
<thead>
<tr>
<th>Desire for Matinees</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Under 12</strong></td>
</tr>
<tr>
<td>Yes: 85.4%</td>
</tr>
<tr>
<td>No: 15.4%</td>
</tr>
<tr>
<td><strong>13-15</strong></td>
</tr>
<tr>
<td>Yes: 72.4%</td>
</tr>
<tr>
<td>No: 27.6%</td>
</tr>
<tr>
<td><strong>16-18</strong></td>
</tr>
<tr>
<td>Yes: 57.4%</td>
</tr>
<tr>
<td>No: 42.6%</td>
</tr>
<tr>
<td><strong>Average</strong></td>
</tr>
<tr>
<td>Yes: 67.7%</td>
</tr>
<tr>
<td>No: 32.3%</td>
</tr>
</tbody>
</table>

Taking the average of those who want matinees, we find that 51.3% prefer them to be held on Saturday only. One-eighth of the students are in favor of having them on both Saturday and Sunday. (See Chart 20.)
Our questionnaire shows that the Springville students are more concerned about the type of movie playing when they go to a theater than anything else. They are not as concerned with the comfort and environment situation; it comes second to the type of movie playing. We found that they are least concerned about the admission price charged, and that they prefer going to movies where they can get what they want. Their order of preference for theaters in this area is:

1. Academy  
2. Paramount  
3. Art City Drive-In  
4. Geneva Drive-In  
5. Pioneer Drive-In  
6. Scera  
7. Arch  
8. Timpanogos  
9. Uintah

Because the students are so concerned about the type of movie playing when they go to a theater, a theater in Springville would have definite problems, the main one being concerned with obtaining first-run pictures for a small theater. We have discussed this problem in some detail in another section of this survey (refer to section on Film Bidding).
Our sample of Springville students showed that their order of preference for the types of movies playing is:

1. Comedies
2. Adventure
3. Romance
4. Mystery
5. Drama
6. Westerns
7. Musicals
8. Fairy Tale
9. Foreign

If the Springville theater were to be opened in the future, this information would be helpful to the management. It would help them in determining the best type of movies to play and, of course, they would want to play the type that would draw the biggest crowds.

About 63.7% of the students in Springville would be willing to pay 75 cents to see a movie in Springville and approximately 80% of the children under twelve are willing to pay 25 cents.

There are 33.7% of the students who have access to a car. This is from the ages of 12 to 18. Surprisingly enough, there is only a slightly greater number of boys who have access to cars than girls (see chart 21).

Of those 33.7% who have access to a car, 38.3% would prefer to stay in Springville to see a show, while 56.4% would rather go out of town to see a movie. There are 5.3% who say it does not matter.

50
From the analysis of why the students attend a particular show, we found that the reason they would rather go out of town is because of the type of movie playing.

Transportation is a very important factor in determining where the youth of Springville attend movies. The age group from 16 to 18 have access to automobiles and this is the reason why, in this age group, they are able to go to movies in Provo.

Those students from the ages 12 and under and 13 to 15 do not have access to a car; therefore, their majority of first choices were in Springville.

The reason that the 16 to 18 year olds go to Provo for movies is as follows: 85.9% state it is because of the type of movie playing (see Chart 22). This refers to the first-run movies which are discussed in the section on Film Bidding.

Preference of Age Groups on Staying in Springville or Going to Provo to Attend Movies

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Springville</th>
<th>Provo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 12</td>
<td>84.6%</td>
<td>15.4%</td>
</tr>
<tr>
<td>13 - 15</td>
<td>54.5%</td>
<td>37.9%</td>
</tr>
<tr>
<td>16 - 18</td>
<td>19.4%</td>
<td>63.9%</td>
</tr>
</tbody>
</table>

CHART 22
Television is also an interesting variable on the effect of attendance at movies. The information gained from the questionnaire stated that students would rather go to a movie on Friday or Saturday night than to stay at home and watch television. This feeling was general in each age group. Chart 23 gives the percentage evaluation.

Effect of Television

11.1%  
T. V.

89.9%  
Movies

CHART 23
FINANCIAL SUPPORT

Student entertainment dollar  Chart 24 shows the different dollar amounts spent on entertainment by Springville students on a monthly basis. This also shows the percent of the total student population which falls into each dollar amount. For example, 56.6% of the students spend from 0-$4.00 on entertainment per month.

Of the total amount of entertainment dollar, Chart 25 shows the percent spent on movies. For example, 69.2% of the students spend 0-$3.00 on movies within a month.
This chart shows the total entertainment dollars spent and what percent of that dollar is spent on movies. For example, those who spend from $5.00-$9.00 on entertainment spend 50% on entertainment, 41.7% spend $3.50-$5.00, and 8.3% spend $5.50-$10.00 of total entertainment dollar on movies.
DONATION OF TIME

On the donation of time we found that a great majority of both boys and girls would be willing to serve in return for a free pass. We found that the older age group from 16 to 18 was least willing to serve, but 75% were willing to donate time. The least willing to serve are high school seniors with only 67% willing to donate time towards the operation of the proposed community theater (see Chart 27).

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Yes (80%)</th>
<th>No (20%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13-15</td>
<td>84.8%</td>
<td>15.2%</td>
</tr>
<tr>
<td>16-18</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>Average</td>
<td>80%</td>
<td>20%</td>
</tr>
</tbody>
</table>

CHART 27
CONCLUSIONS

Students are an important factor in attendance.

1. 84.9% attend movies at least once a month. They attend on the average of two times per month.

2. Dollar revenue for the average attendance of two times per month $2,143.50 for Rivoli Theater.

3. If there were a theater in Springville, 82.8% would attend more often. The above revenue dollar would increase accordingly.

How variables affect total and possible future attendance.

1. Drive-ins -- 53.2% would rather attend drive-ins during five summer months.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>635</td>
</tr>
<tr>
<td>.75</td>
<td></td>
</tr>
<tr>
<td>Admission price</td>
<td>476.25</td>
</tr>
<tr>
<td>students willing to</td>
<td></td>
</tr>
<tr>
<td>pay</td>
<td>2</td>
</tr>
<tr>
<td>Possible revenue</td>
<td>953.50</td>
</tr>
<tr>
<td>loss</td>
<td></td>
</tr>
<tr>
<td>Frequency of</td>
<td>5</td>
</tr>
<tr>
<td>attendance per month</td>
<td></td>
</tr>
<tr>
<td>Summer months</td>
<td>4,767.50</td>
</tr>
<tr>
<td>Yearly loss in</td>
<td>2,143.50</td>
</tr>
<tr>
<td>revenue due to</td>
<td>12</td>
</tr>
<tr>
<td>drive-ins</td>
<td></td>
</tr>
<tr>
<td>Possible loss per</td>
<td>4,287.00</td>
</tr>
<tr>
<td>month</td>
<td></td>
</tr>
<tr>
<td>Yearly loss in</td>
<td>21,435.00</td>
</tr>
<tr>
<td>revenue</td>
<td></td>
</tr>
<tr>
<td>Drive-in deduction</td>
<td>25,722.00</td>
</tr>
<tr>
<td>Revenue after</td>
<td>4,767.50</td>
</tr>
<tr>
<td>deductions for</td>
<td></td>
</tr>
<tr>
<td>drive-in loss</td>
<td>20,954.50</td>
</tr>
</tbody>
</table>

Students in general go to a different movie theater because of the type of movie playing. Admission price, comfort, and environment are secondary. Because of above, the Rivoli Theater would be at a disadvantage since it is not able to get first-run films.

Our questionnaire shows that the students attend the Academy and Paramount Theaters in Provo because of the type of movies being played. These theaters are able to obtain first-run films. We found that one-third of the students we questioned have access to a car. Most of the one-third are in the age group from 16 to 18. Out of the one-third group who have cars, about two-thirds of them would rather go out of town to see a movie, the reason being the type of movie playing.

Students under the age of sixteen, who are without transportation, must stay in Springville to see a movie. This is a prime reason there is a need for a theater in Springville.
Those with cars are able to go to Provo, but if the Rivoli was able to obtain first-run movies, a large percentage would remain in Springville.

<table>
<thead>
<tr>
<th>476</th>
<th>Students who have access to cars</th>
</tr>
</thead>
<tbody>
<tr>
<td>56.4</td>
<td>Percentage who would go to movies in Provo if they had cars</td>
</tr>
<tr>
<td>269</td>
<td>Students who have cars and would rather go to Provo to see movies</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>$</th>
<th>.75</th>
<th>Admission price</th>
</tr>
</thead>
<tbody>
<tr>
<td>201.75</td>
<td>Possible monthly loss</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Average movie attendance</td>
<td></td>
</tr>
<tr>
<td>403.50</td>
<td>Possible revenue per month</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>One year period</td>
<td></td>
</tr>
<tr>
<td>807.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4,035.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4,842.00</td>
<td>Possible revenue per year</td>
<td></td>
</tr>
<tr>
<td>20,954.50</td>
<td>Possible revenue after drive-in deductions</td>
<td></td>
</tr>
<tr>
<td>4,842.00</td>
<td>Possible revenue per year before deduction for those going out of town</td>
<td></td>
</tr>
<tr>
<td>$16,112.50</td>
<td>Revenue after deductions for those going out of town</td>
<td></td>
</tr>
</tbody>
</table>

Students in general prefer a six-night operation, but because of school, they would be able to attend only on weekends. They favor matinee openings and over half of them favor Saturday matinees only. There are 30.8% that do not want matinees. Students prefer comedy, adventure, and romance films. When the theater is planning its shows, it would do well to keep this in mind.

Television has only a slight effect on movie attendance. Most students would rather be out at a movie on a weekend than home watching television.

For those students who spend a small amount of money on entertainment (56.6%), almost all of it goes to shows. This indicates how great a theater can be to the development of the community. If no theater is provided for them at home, they will have to go to a nearby town where close supervision of their behavior is limited.

As was expected from past experience at the Scera Theater in Orem, Utah, the students of the community are quite willing to volunteer their time. In general 80% of them are willing to offer this service.

There will also be students who come from Provo especially from the B. Y. U. It is difficult to estimate this number, but because of the lower price of admission and conditions of no waiting, some revenue from this area could certainly be expected.
GENERAL CONCLUSIONS

ANALYSIS OF ALTERNATIVES

In this final section of our report, we will analyze the alternatives listed under the hypothesis section of this report.

Use Present Theater Under Private Ownership and Management

This alternative has many advantages and disadvantages to the community and also to the private owner. We will discuss these advantages and disadvantages.

Advantages: (1) No community capital investment. Those concerns that make capital investment also take the liabilities and responsibilities from their investments. If a private concern were to run the theater, the community would not have the responsibilities of the theater operations. Yet, the community in general would still derive the benefits from the theater.

(2) A private owner would be more concerned about the profitable operations of the theater, since a private owner would invest his own funds in the operation of the theater. He would be more concerned about having the theater operate at a profit than would a person who is donating his time to the community.

(3) City co-operation with private owner by decreasing utility bill to help in profitable operation. The mayor stated that the city would do all it possibly could to help a private owner have a successful operation of the theater. He stated that a deduction in the utility bill would be one means of city support to a private owner. He also stated that the city officers would encourage the community to support the theater.

Disadvantages: (1) Lack of direct support and responsibility from citizens. Generally people feel more obligated about supporting something they are directly concerned and responsible for. In a private concern, the owner himself is the only one who is concerned with the actual profitability of the business, whereas with community ownership the community feels directly responsible towards the operation of their theater.

(2) The community would have no control over the type of movies being played. They would also have no control over the time period which the theater would operate.
(3) Very small profit margin.

**Financial Revenue Schedule**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Possible revenue after deductions</td>
<td>$16,112.50</td>
</tr>
<tr>
<td>Total possible revenue from children</td>
<td>4,200.00</td>
</tr>
<tr>
<td>Total possible revenue after deductions from adult population</td>
<td>13,900.80</td>
</tr>
<tr>
<td><strong>Total possible gross revenue per year</strong></td>
<td><strong>$34,213.30</strong></td>
</tr>
</tbody>
</table>

**Expenses**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Film</td>
<td>$9,003.99</td>
</tr>
<tr>
<td>Advertising</td>
<td>1,800.80</td>
</tr>
<tr>
<td>Labor</td>
<td>11,920.00</td>
</tr>
<tr>
<td>Depreciation</td>
<td>3,601.60</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>7,503.33</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$33,832.72</strong></td>
</tr>
</tbody>
</table>

**Net profit**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$380.58</strong></td>
</tr>
</tbody>
</table>

(4) Lack of success of small theaters in Utah County.

Through personal observation and interviewing we found this information. Examples of this are the Huish Theater in Payson, Utah, the Arch in Spanish Fork, Utah, and other theaters which are close to the break-even point.

We feel that from the information gained that the advantages of private ownership do not outweigh the extremely close margin that a private owner would have to operate on. From the schedule shown above a possible net profit of $380.58 would not justify the risk of a private owner investing $60,000 into the Rivoli Theater.

The present indications of successful small theater operations in Utah County are very poor. Many of the theaters in small towns with the county are finding it difficult to operate at a reasonable profit margin. Thus, we feel this indicates the true climate of such a business risk.

**Use Present Theater Under Community Ownership and Management**

**Advantages:** (1) Financial support is generally good; 42% of the adult population are willing to support the Rivoli Theater financially. There are three general ways of raising money for the purchase of the Rivoli Theater. If
those who stated they would be willing to give a family donation did comply, the following amount would be gained from this means: $15,340.00.

A bond issue would be paid off from net income gained from operation of the Rivoli Theater. The Rivoli Theater's possible net income per year is $8,000 (refer to financial schedule of this alternative).

Since the asking price of the theater is $60,000, the bond issue would have to cover this amount as well as the interest of about $20,000 for ten years. The city would be able to pay this bond issue off in about ten years by using the profits gained from operations.

Assignment to utility bill. Springville's present utility rate compared to those of other communities in the area is lower except for that of Provo. Springville is equal to that of Provo. Since this is the case we feel that an assignment to the utility bill would not be out of line (refer to graph below). From our questionnaire of the total population, the total dollar amount from those willing to support the proposed community theater through an assignment to the utility bill was $5,690 per year.

Other suggestions of raising money to buy the theater referred to using money from attendance. It is referred to in the financial revenue schedule under the total gross revenue figure year.

We feel that not one of these means alone could be used to purchase the theater, but a combination of them would be successful.

Bills if 300 kilowatt hours are used:

- Springville: $7.90
- Orem: $8.50
- Provo: $7.90
- Spanish Fork: $8.10

If 75¢ was added to Springville, the 300-hour bill would be $8.65.
(2) Volunteer service support. By volunteer help the community theater could cut the labor expense from $11,920 to $8,800. We feel that paid help should include a manager, projectionist, and custodian. All other help would be volunteered. This would be a considerable savings to a community theater operation.

(3) Tax advantage. Since a community theater would be a non-profit organization for the good of the community, it would not be subject to the same taxation as that of a privately-owned theater. The deduction in property taxes alone would amount to about $600 a year. (See schedule below for total possible net income from these variables.)

(4) Springville area response towards a community theater. Fifty-nine percent of the adults in the Springville area would like to use the Rivoli as a community theater. Therefore, we can see that over half of the people would be willing to support this venture.

Financial Revenue Schedule

| Possible revenue after deductions from student population | $16,112.50 |
| Possible revenue from children | 4,200.00 |
| Total possible revenue after deductions from adult population. | $13,900.80 |
| Total gross revenue for year | $34,213.30 |

Expenses

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Films</td>
<td>$9,003.99</td>
</tr>
<tr>
<td>Advertising</td>
<td>1,800.80</td>
</tr>
<tr>
<td>Labor</td>
<td>8,800.00</td>
</tr>
<tr>
<td>Depreciation</td>
<td>3,600.60</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>3,000.00</td>
</tr>
</tbody>
</table>

Total expenses | $26,205.39 |

Total possible net income | $8,007.91 |

Disadvantages: (1) Responsibility of collection of funds and organization of the community. In order for the theater to succeed it would be necessary to have a qualified and enthusiastic committee who would be willing to take the responsibility for the collection of funds to purchase the theater. This committee would be under the supervision of the city council. A responsibility of keeping this group organized and efficient would be a near full-time job.
(2) Collection difficulties. The questionnaire shows that over half of the citizens in Springville would support the theater financially. However, this is questionable because most people overstate their financial ability in this day of "buy now, pay later."

Advantages and Disadvantages for Either Alternative Stated

Advantages:

(1) If a theater were reopened, 81.5% of the adults and 82.8% of the students would attend movies more often in Springville. The questionnaire did not show how much greater their attendance frequency would increase, but it shows that the community is interested in having a more convenient location for movie entertainment.

(2) Keep business in Springville--When people leave the community for entertainment purposes, they usually do their shopping, eating at restaurants, etc. in that same location. Thus, they would be taking money from Springville and putting it into other communities.

If first-run movies were shown, others such as Brigham Young University students would come to Springville for entertainment. They would also patronize other Springville businesses.

Disadvantages:

(1) Operational improvements--Forty-six percent of the adults feel the theater needs remodeling. This would be an increased expense and thus reduce net income to any type of ownership.

(2) Supervision of children--In the past, in order to control the children during showings, it has been necessary for a policeman to appear periodically in the aisle of the theater. In order to have any successful theater operation, it would be necessary to correct this difficulty.

(3) Competition from drive-ins--During the summer months it is difficult to compete with drive-ins. Over forty percent of the population would rather attend a drive-in than an indoor theater.

(4) First-run films--Without these, Springville would have a hard time competing with theaters in Provo. (See section on film bidding.)
SUGGESTED ACTIONS

We feel the conclusion at the end of the section on private ownership states the reasons for not reopening the theater under that system, mainly because of the small profitability of operations.

As the research has indicated there are many advantages of having a theater in the Springville area, such as keeping business in Springville, place of entertainment in the community, and especially giving the youth of Springville a place of entertainment. These reasons cannot be equated with a dollar value yet they are most beneficial to a healthy community. Since a community theater could operate at a profit and would be able to pay back the original investment, we feel that the research points to this type of operation. However, without using qualified people to operate the theater on sound business principles, a community theater would follow the same fate as that of a private ownership. If the community really desires a theater as the questionnaire shows, they must also take the responsibilities that such an endeavor entails.

The community should take the necessary steps towards obtaining first-run films, as the Pioneer Drive-in did. If they can obtain them, they will be even more successful in their community project.

Our final suggestion then would be for the city council to take steps towards the purchase and operation of the Rivoli Theater under community ownership.
APPENDIX

I. Problem Definition

A. Problem Situation

1. Sponsor: Springville City Council is the sponsor.
2. Timeliness: The City Council is faced with the problem of needing a theater in the community. The theater which has been used in the past had to be closed as the present owner has had a serious illness. Now there is no local theater serving the Springville area.

2. Use: The community is interested and concerned about what is going to be done with the theater, if anything. Newspaper articles in the Springville Herald have carried information concerning this problem and a great deal of interest has been aroused in the community at this time over the situation.

B. Reasons for Study

1. We are doing this study because the people of Springville are interested in the theater and need information on the possibilities and opportunities of a community theater, privately owned theater, or no theater at all.

2. Because of the present interest in the subject, we feel that this research project will be a public service and good experience in a real market.

C. Alternatives

1. Use present theater under community ownership and management.
2. Use present theater under private ownership and management.
3. Dissolve the idea of a theater altogether.

Our hypothesis is: It is feasible to operate the theater as a community project, and that it will be supported by the community.

D. Background Information Contacts

1. Mayor of Springville
   Paul Raymond, very interested and willing to help

2. Manager of Scera
   Dover Hunt, able to give historical background on community theater

3. Present owner of Springville theater
   Huish Gilhool, able to give us facts on the present operation of the theater under private ownership
4. Owner of the Springville Herald
   Mr. Conover of the Springville Herald was able to place and run articles and surveys in the paper.

5. Chamber of Commerce

E. Desired Information

1. Facts about the recent and past operation of the Springville theater.

2. Facts about future possibilities for the operation of the theater in Springville on a community basis.

3. Facts about the operation of community theaters.
   We would like to find out through a survey of the individuals in the community the following information:
   a. The amount of support they will give the project financially and through voluntary labor;
   b. If they are willing to attend the theater and how often; and
   c. If they are willing to support the theater through subscriptions, season passes and bonds; also
   d. If the community merchants are willing to donate material for remodeling the theater.

F. Information on Availability and Difficulties Expected

1. All information will be fairly easy to gather because of the small population of the city, great amount of interest, co-operation from public officials, and good sources of secondary information.

2. We will run into difficulty in the possibility of the community's opinions being biased. We are faced with the problem of the community's not being able to finance the theater.

II. Data Gathering

A. Secondary Information

1. Types of information
   a. Internal data
      (1) Financial statements
         (a) Profit
         (b) Loss
      (2) Attendance records
      (3) Operation costs
         (a) Salaries
         (b) Overhead cost
         (c) Product cost (film costs)
   b. External data
      (1) City population census (statistics): age groups
      (2) Literature
      (3) Private sources
(4) Example of community-owned theater
(5) Newspaper
(6) Present high school films

2. Specific Sources of Secondary Information
   a. Internal data
      (1) Mr. Gilhool, owner of present theater
      (2) Manager of theater
      (3) Theater financial records
   b. External data
      (1) City and county recorder's office
      (2) Public affairs information from Scera Theater
      (3) Springville Development Council
      (4) Scera Theater
      (5) Springville Herald
      (6) Springville High School films

3. System for Gathering and Classifying Information
   a. Gathering
      (1) Personal interviews
      (2) Personal research
      (3) Telephone
   b. Classifying
   c. Internal data
      (1) Financial statement - general background
      (2) Attendance records - very important information
      (3) Operational cost - important
   d. External data
      (1) City population census - very important
      (2) Literature - general background
      (3) Private sources - general background
      (4) Example of community-owned theater - general background
      (5) Newspaper - general background
      (6) Springville Jr. High School films - important

(We assume from our present research that all sources are reliable, and we will adjust as our presentation.)

B. Primary Information

1. Types of Information
   a. Facts
   b. Opinions
   c. Motives

2. Source of Information - Survey
   a. Interviews
   b. Questionnaires
3. Sampling Design

a. Types of sample and why
(1) Stratified - to gain information from all levels that will support the theater
   (a) Adults for funds and support
   (b) Students for support by attendance
(2) Area - to gain information from each area in the theater population
(3) Quota - to set the amount of people that will have to be contacted in each strata, as well as in the area contacted to gain an effective sample

b. Extent of sample: The total population of the Springville area is 10,450. A sample of 925 will be taken from the entire area. The sample size will be broken down to cover the appropriate areas we are concerned with.

c. Reliability of sample: Our questionnaire will test six or seven different topics. We plan to work with a 99% confidence limit, and the exact sample size will be determined by the width of the confidence interval we choose. The narrower the interval, the greater the sample size.

4. Questioning Techniques

a. Communication methods
   (1) Personal interview
   (2) Telephone

b. Anticipated difficulties
   (1) Bias
   (2) Community tired of filling out questionnaires without action being taken
   (3) Clannish nature of community
   (4) Problems with school age people being interviewed and filling in questionnaires
   (5) Empathy

c. Questionnaire description
   (1) Request for co-operation
   (2) Instructions
   (3) Classification Data
   (4) Sought data
   (5) Identification data

d. Types of questions
   (1) Direct response
   (2) Multiple choice
   (3) Check list
   (4) Open-end questions
   (5) Ranking

5. Mechanics of Investigation

a. Field force
   (1) Marketing 347 Students
   (2) Personal interviews by researchers

b. Motivation and control techniques
   (1) Grade from 347 instructor, and research group's evaluation
   (2) Desire to help Springville; presentation to 558 class; increase knowledge of market research
c. Administrative forms
   (1) Detailed instructions to field force
   (2) Centralized office to receive reports
   (3) Expression of gratitude to field force

III. Data Processing

A. Editing Procedures
   1. Field Editing
      a. The primary responsibility of field editing will be handled by our field team. This will include checking the questionnaire to make sure it is filled out completely.
      b. The researchers acting as supervisors will have very little to do with actual field editing outside of instructing the field team.
   2. Office Editing
      a. The researchers will check for inconsistencies and incorrect answering.
      b. They will also code the information gained to make answers uniform so that they can be combined in tabulation.

B. Tabulation Procedures
   1. Programming done by researchers
   2. Numbering returns done by researchers
   3. Sorting done by IBM procedures
   4. Counting done by IBM procedures
   5. Verifying done by IBM procedures
   6. Summarizing done by IBM procedures

C. Verification and classification procedures and tabulation form will all be done by IBM procedures.

IV. Interpretation of Data

A. Statistical Analysis to Be Employed
   In measuring the accuracy of our primary data, we have tested our questionnaire to eliminate questions.
   1. Measures of Accuracy we will use to check our primary data
      a. Pre-tested questionnaires
      b. Proper selection of sample
      c. Proper division of sample area
      d. Spot check by telephone

Because of these steps, we feel that our data will be representative of the area as well as reliable. In checking the accuracy of our secondary data we will use the following measures.
   a. All of the data will be checked for timeliness so that we can be sure of its applying to the situation at present.
b. The information we have gathered is from local sources and is applicable to the local problem. It can be divided into special areas if we need to do it. This includes population statistics, financial records of the theater involved, etc.

c. We will check the method employed by the collectors of this data to be sure that financial data has not been altered to improve or degrade the true picture of the operation.

2. Methods of Arrangement
a. In almost every part of the research, we will be interested in the number of people who do something or the amount they will spend. This will entail both quantitative and qualitative classification.

b. We will also apply cross-tabulation to compare what type of people will do what and how often.

2. Systems of Logical Analysis to Be Used
1. We hope to use logic in interpreting data to the extent that we remain objective in our analysis. We hope that we will use realism in making our recommendation, and that we will take into account all the elements of possible success or failure.

2. Though our knowledge of logic is limited to our use of it only in terms of our own lives and surroundings, we plan to use both inductive and deductive methods in making our recommendations.

V. Reporting the Findings
A. Written Report

B. Oral Report

Our report will be a combination of the technical report and the executive report. The dramatization in both reports will contain pictures, graphs, charts, etc. as listed on page 310 of the text. Its content will be organized to follow the procedure outlined in the text.
C. Means of Insuring Prompt Consideration and Action on the Findings

The information derived from the research can be used to identify the situation and tell what must be done to accomplish the project. If the results are negative, the information can be used to show them why the project is not feasible. We will stress the need for action and the benefits that will be derived by following the recommendations.