

Autism friendly screenings with Dimensions

2018/2019 guest feedback survey



Proving life can get better

We asked people with autism about their experiences and our autism friendly screenings

Respondents were mostly carers ages 30+

Respondents are mostly existing guests to our AFS

1,675 people completed the survey

Key takeaways

- 80% of people have felt excluded from their local community
- The thing people worry most about is being judged by other people
- People rated not feeling judged as the most important adjustment
- The thing people appreciate most about AFS is being able to enjoy the same films as everyone else
- Over 90% of people would go to the cinema more often if they showed extra AFS





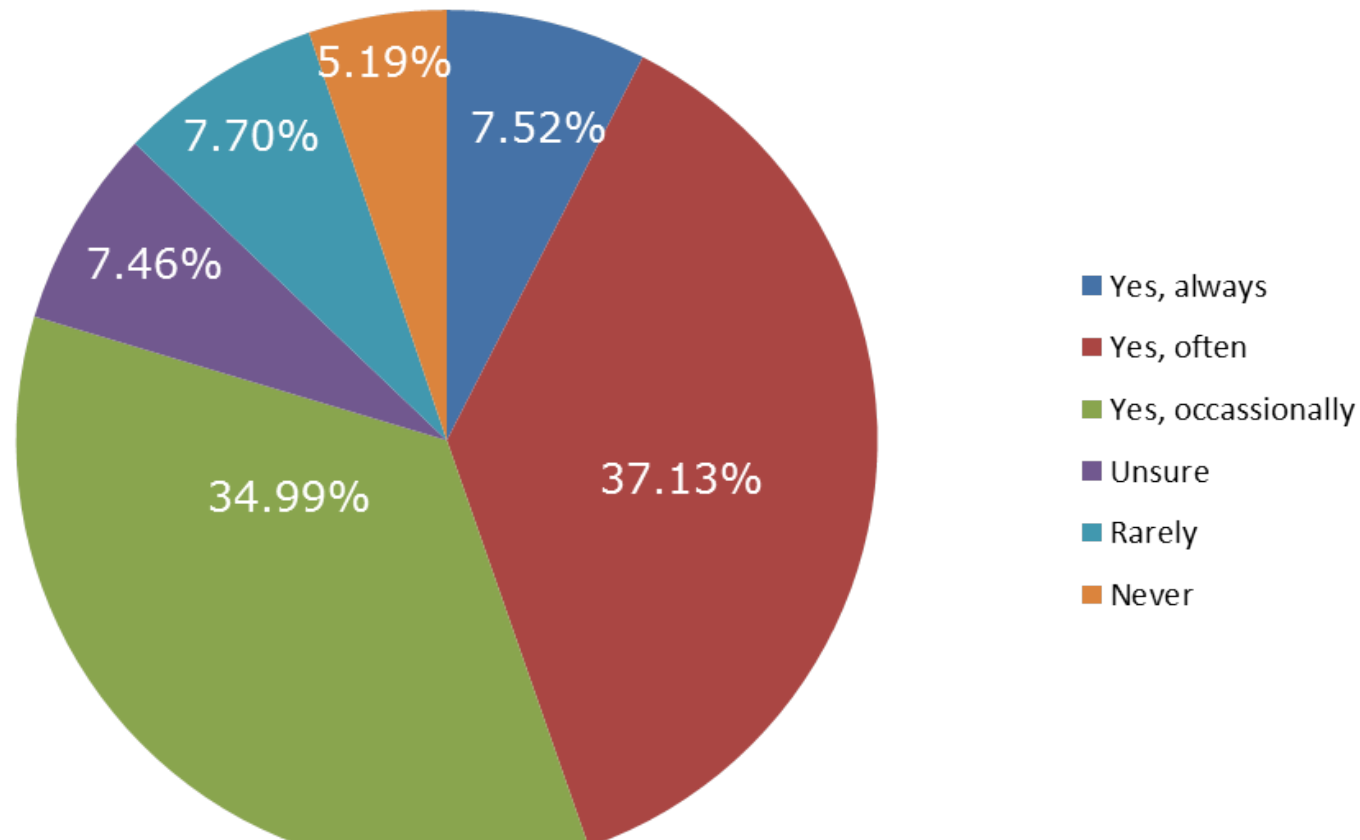
dimensions

Autism
friendly

First we asked about their experiences...

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Have you ever felt excluded from your local community?



80% of people have felt excluded



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“Even a local group who do a specific night for special needs, the other nights for 'normal people' if you can't go yourself without support you are not allowed to other activities.”

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This exclusion can include judgement, bullying, harassment and isolation. One negative experience can make it difficult to try again.

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"Have felt embarrassed in the past resulting in lack of confidence."

"I am seven and often don't understand why people behave differently to me."

"Feel always being watched and judged by other people with perfect children."

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This doesn't change as they get older. Autism can be seen as a children's disability when it's lifelong. Our guests are growing up.

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"Our son is 12 and 5ft 7in but acts like a 5 yr old."

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Adults who might not have a diagnosis are starting to identify autistic traits in themselves.

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"I haven't been to the cinema for 25 years and would love to. Autism friendly screenings tend to be children's films and it doesn't go away once we grow up!"

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"I am mum to two autistic boys, ages 7 and 3. We make a point of going out and about everywhere.

We occasionally get looks, although they are usually more inquisitive than dirty, so we explain about autism and then we find people to friendly and accepting and offering to help...People are slowly but surely becoming more aware. If we are visiting a place we go regularly such as Tesco, all the staff know us and are very welcoming and greet the boys by name. But we also know our limitations, some places are difficult to go to ie swimming/soft play and we would love to see autism friendly sessions at these places as currently they don't exist."

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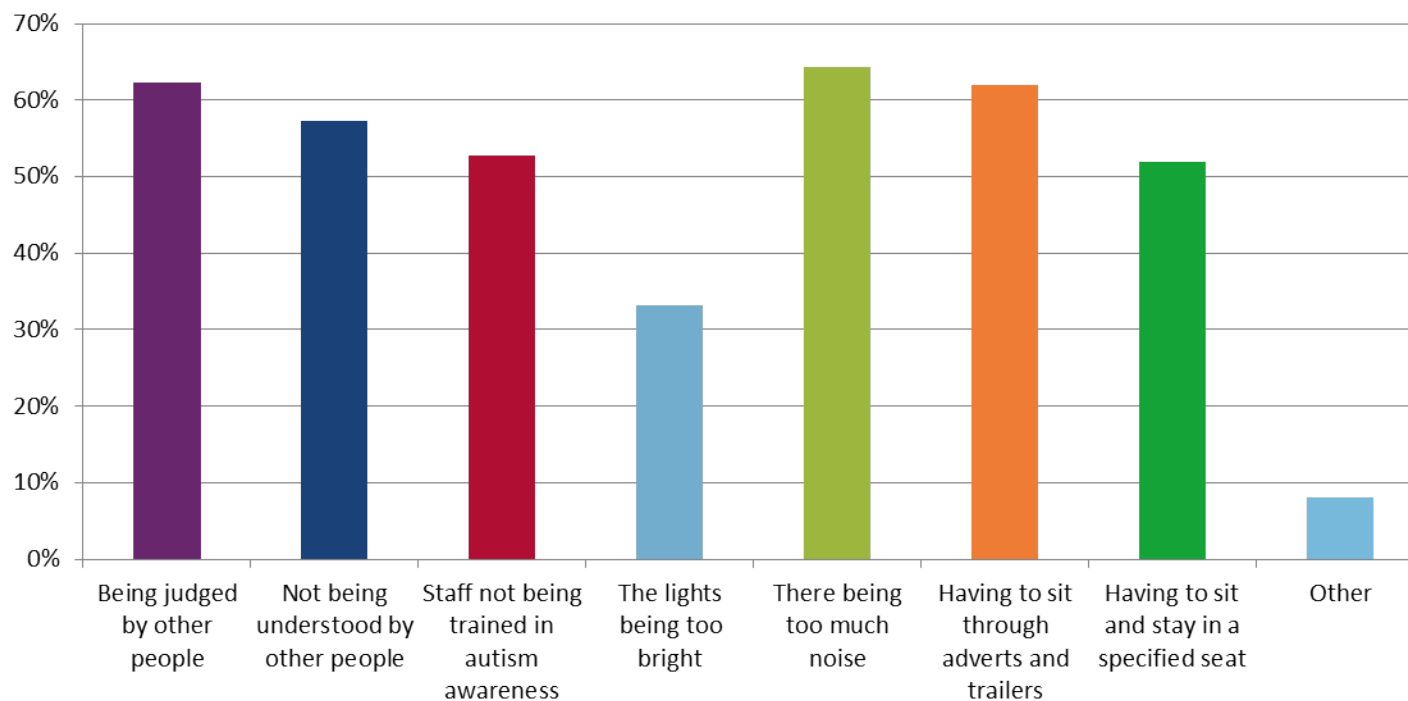
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"As my son was growing up there wasn't a lot of awareness around and so things weren't adapted to my son's needs as they are now."

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Which of the following do you worry about when going to the cinema?



Over 60% people worry about judgement and noise

dimensions

Autism
friendly



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"People can be very cruel and make fun of people like our daughter so a lot of situations we stay away."

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"Autistic Teenager who shouts out and comments loudly during film which is not really fair on other patrons - although a lot of the comments are highly amusing to most - I understand this will spoil the film for others."

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Sensory sensitivities are also a key concern, which are directly addressed by autism friendly adjustments.



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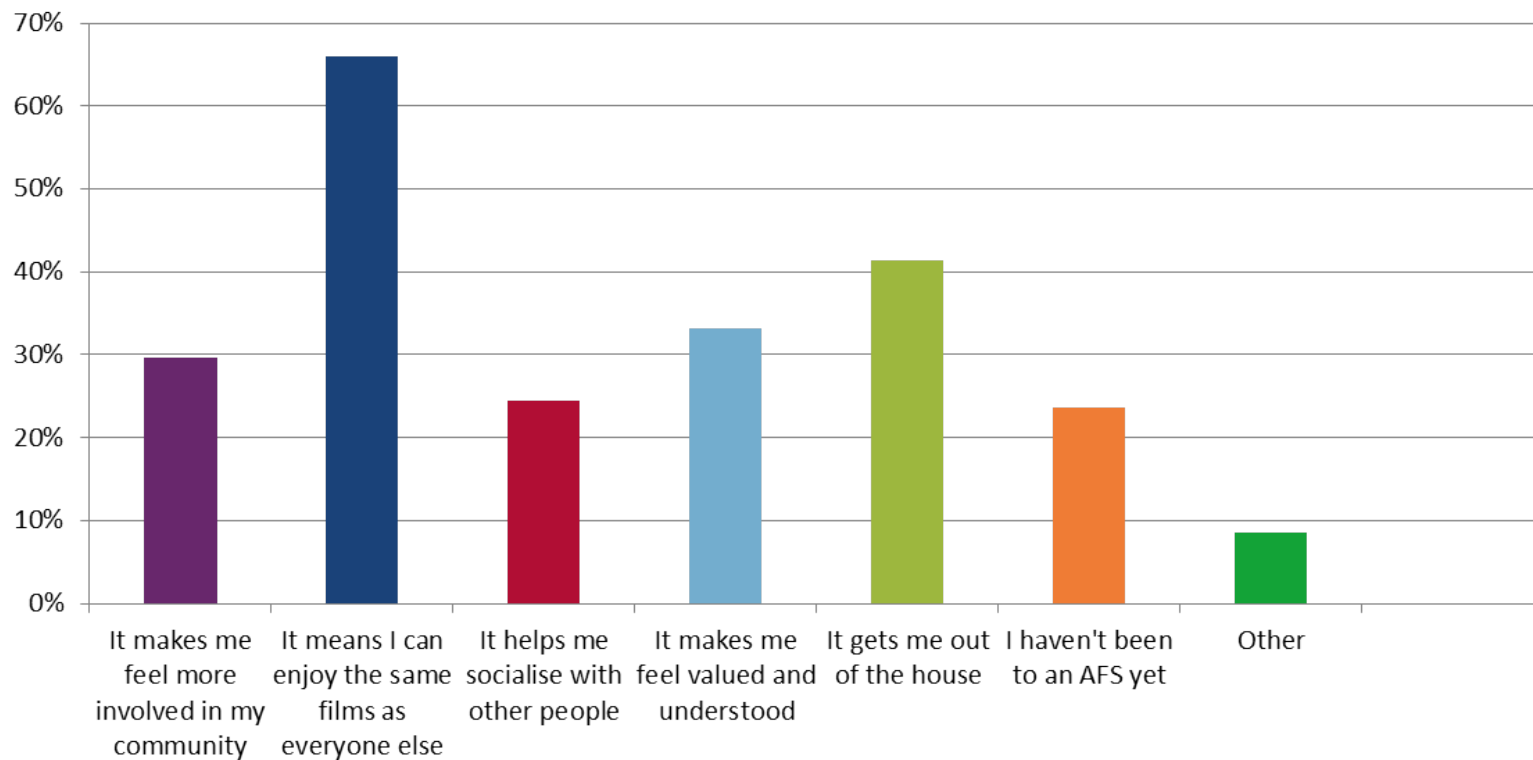
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"Very smelly food is a problem, I had to leave a film due to someone having chilli hotdog, it was intolerable."

"The chaos of the ticket area beforehand and the chaos when the films finish."

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What do you like about going to autism friendly screenings?



Guests just want the same opportunities as others



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Some people like to be able to enjoy the latest films, and it gives them something to talk about with friends and acquaintances.



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"Nathan can talk about the films to his peers. I love the comfortable surroundings - being around parents that understand and do not judge - we all feel so relaxed! This is a massive gift for our family. A million thanks!"

Some people are thankful they can be involved in an activity other people do. It helps them feel involved in their community and raises awareness and acceptance.



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“To be able to take our son to an autism screening means we feel part of society and acknowledged for his differences but also accepted.”

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"It's so nice to watch a film like a normal family and being relaxed not worrying about other people judging and/or commenting on their behaviour."

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“It gives my son the opportunity to learn in social setting, i.e pay, sit still, as well as see the movies.”

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The cinema experience is
one our guests enjoy.



dimensions



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The cinema experience is one our guests enjoy.

Guests just want the same opportunities as others



dimensions



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The cinema experience is one our guests enjoy.

"My little boy is extremely happy when we get to go to the autism friendly screenings he looks round at everyone amazed and he smiles so much. It's amazing to see my boy be part of the community and doing what other children are doing."

Guests just want the same opportunities as others



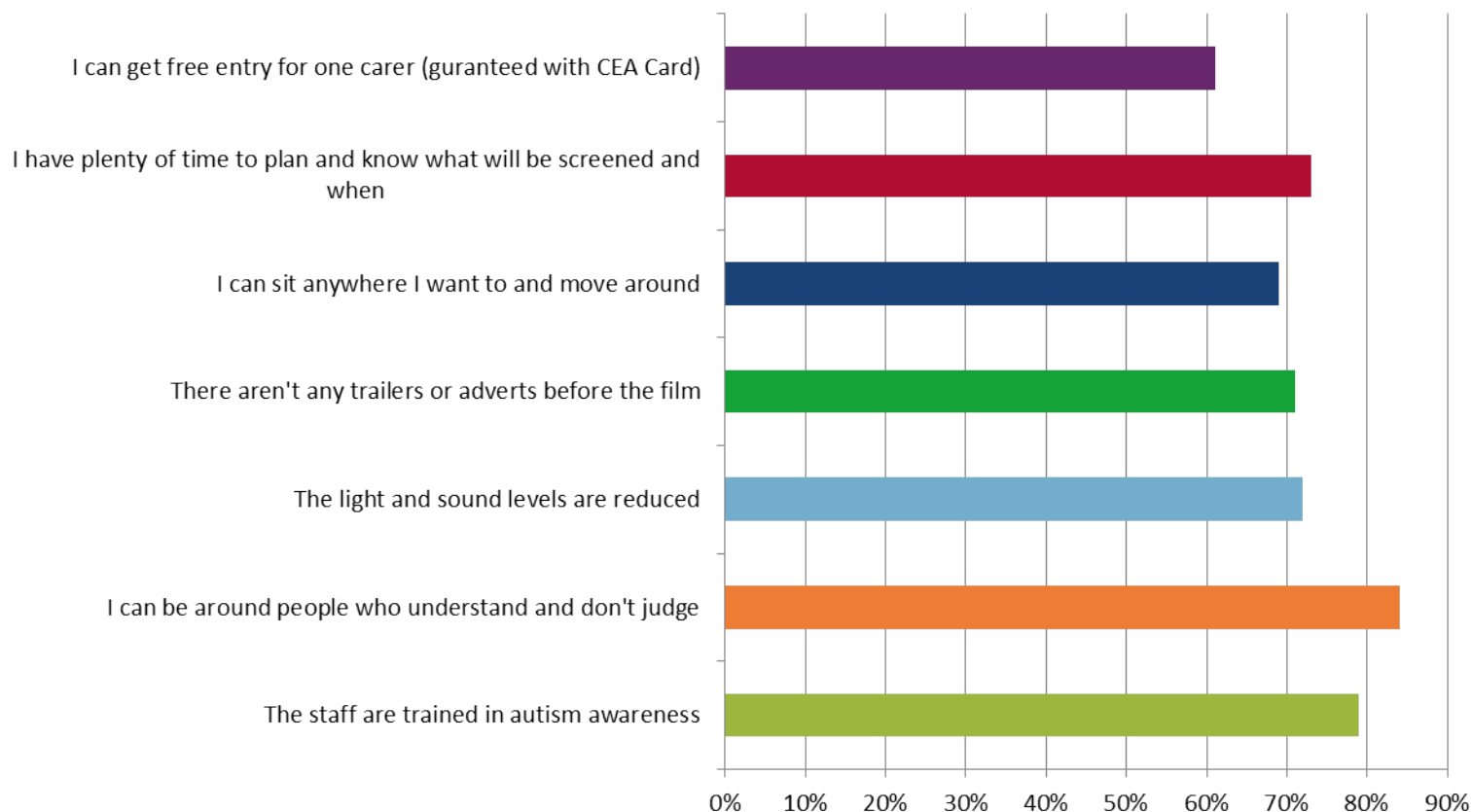
dimensions

Autism
friendly

Next we asked what they'd like from
Autism Friendly Screenings...

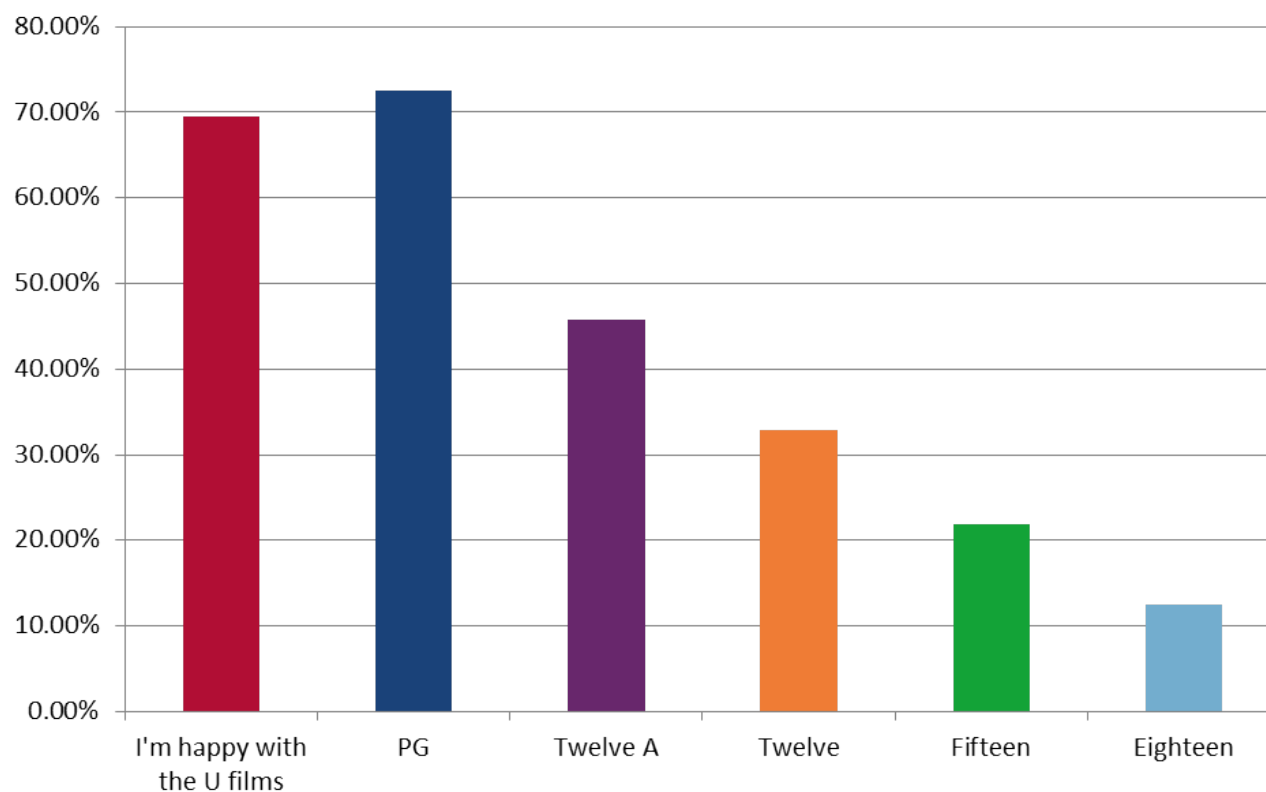
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Rate the importance of these adjustments out of 100



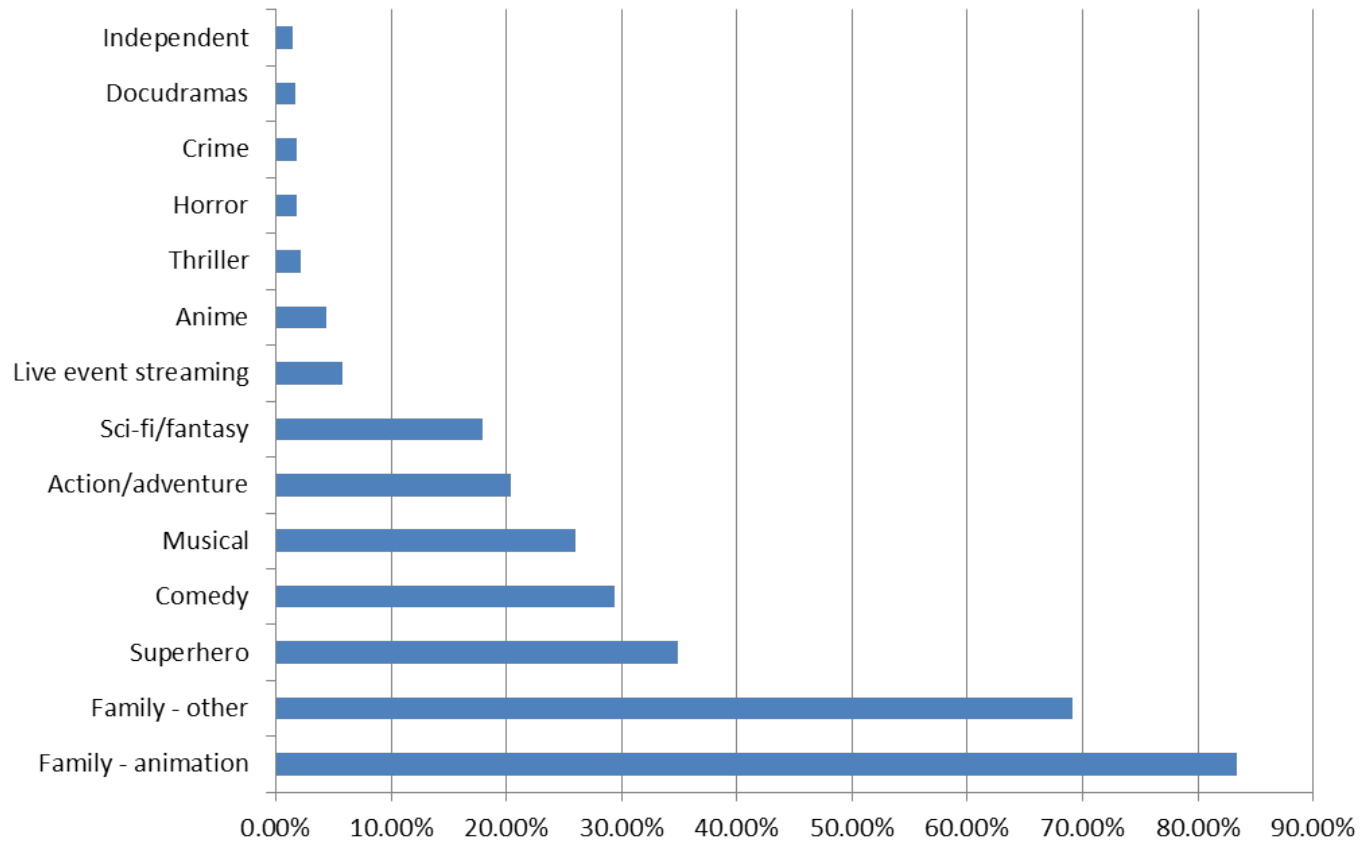
All adjustments are similarly important but being around people who don't judge is most important

What age rated films would you like to see at AFS?



The large pool of parent/carers responding could show why there's still top demand for child films

What film genres would you like to see at AFS (3 choices)?



But some age appropriate films can still be suitable for older audiences (e.g. Marvel films)



dimensions

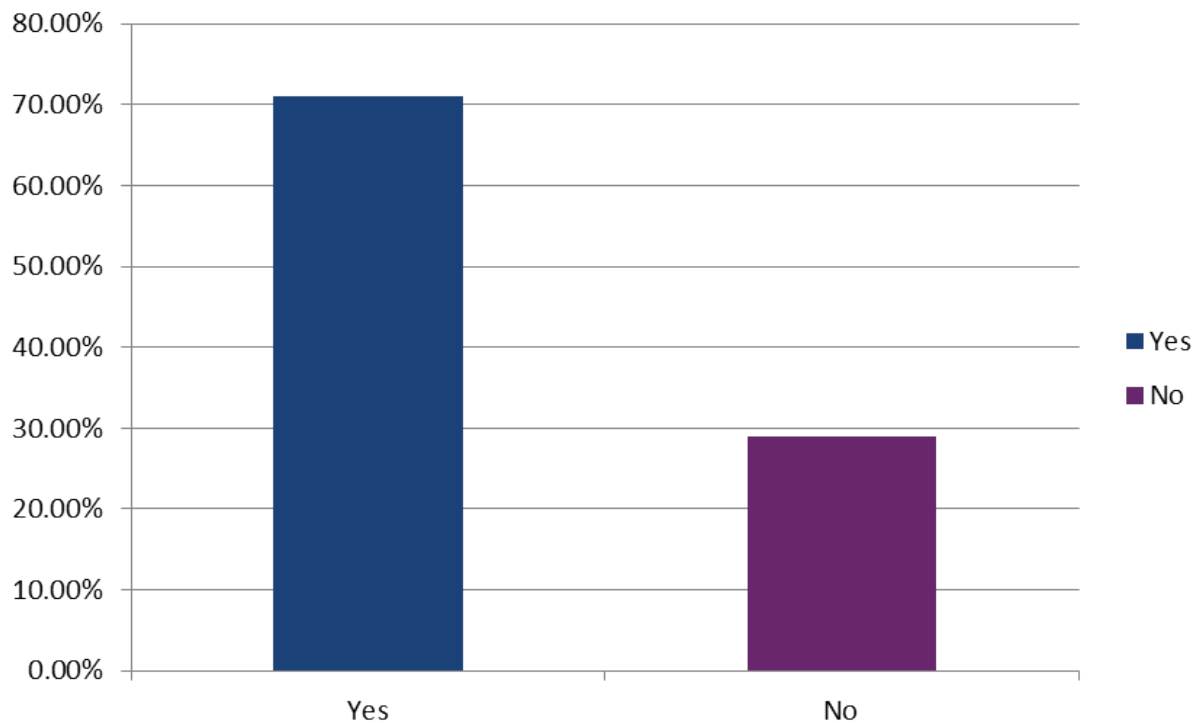


Autism
friendly

Some questions to our existing guests gives some helpful insights (and why they haven't been to a partner cinema)...

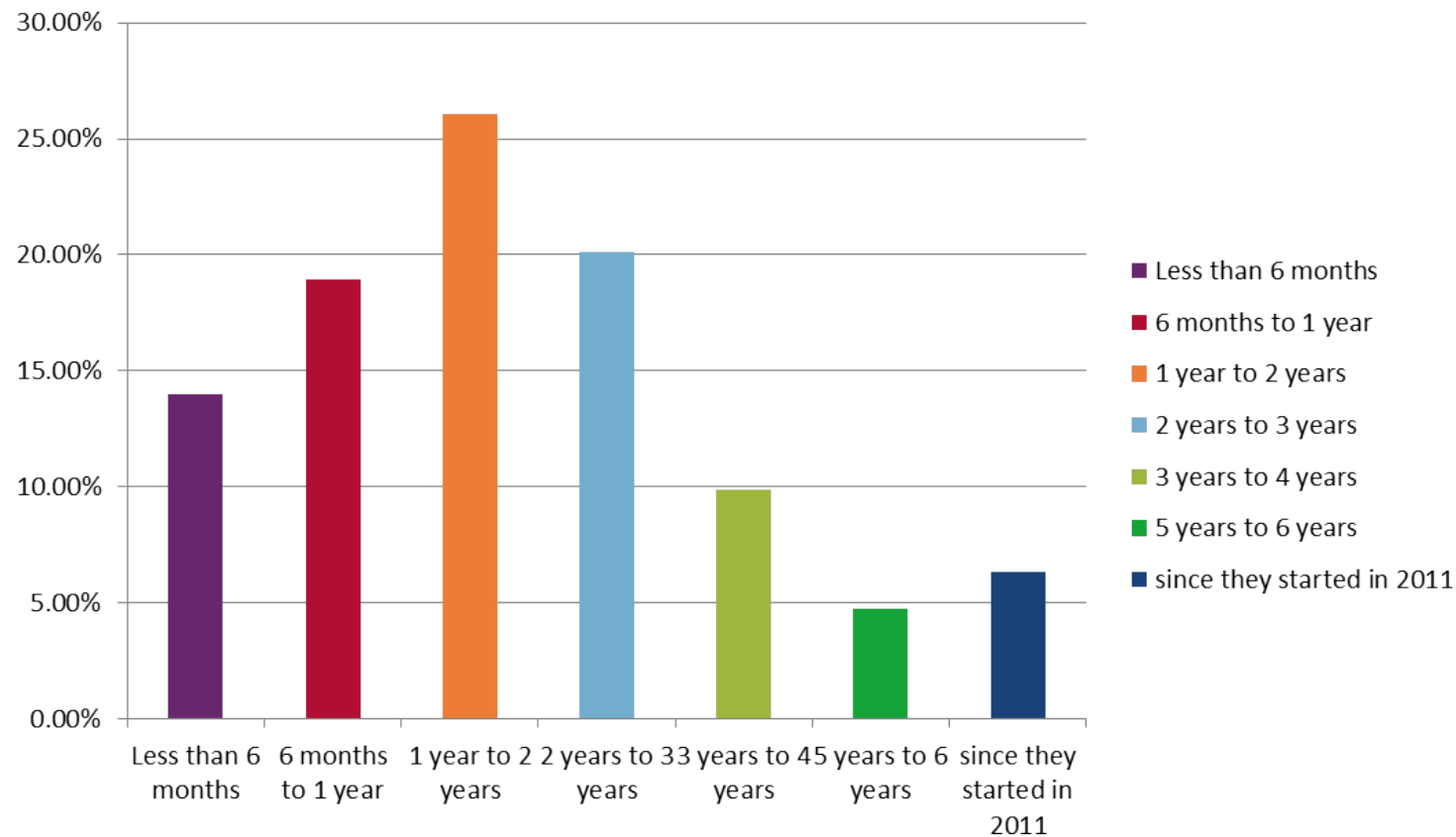
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We determined how many respondents have been to a screening at our partner cinemas



Over 70% of respondents go to ODEON, Cineworld, Vue or Showcase. Nearly 30% go elsewhere

And for how long

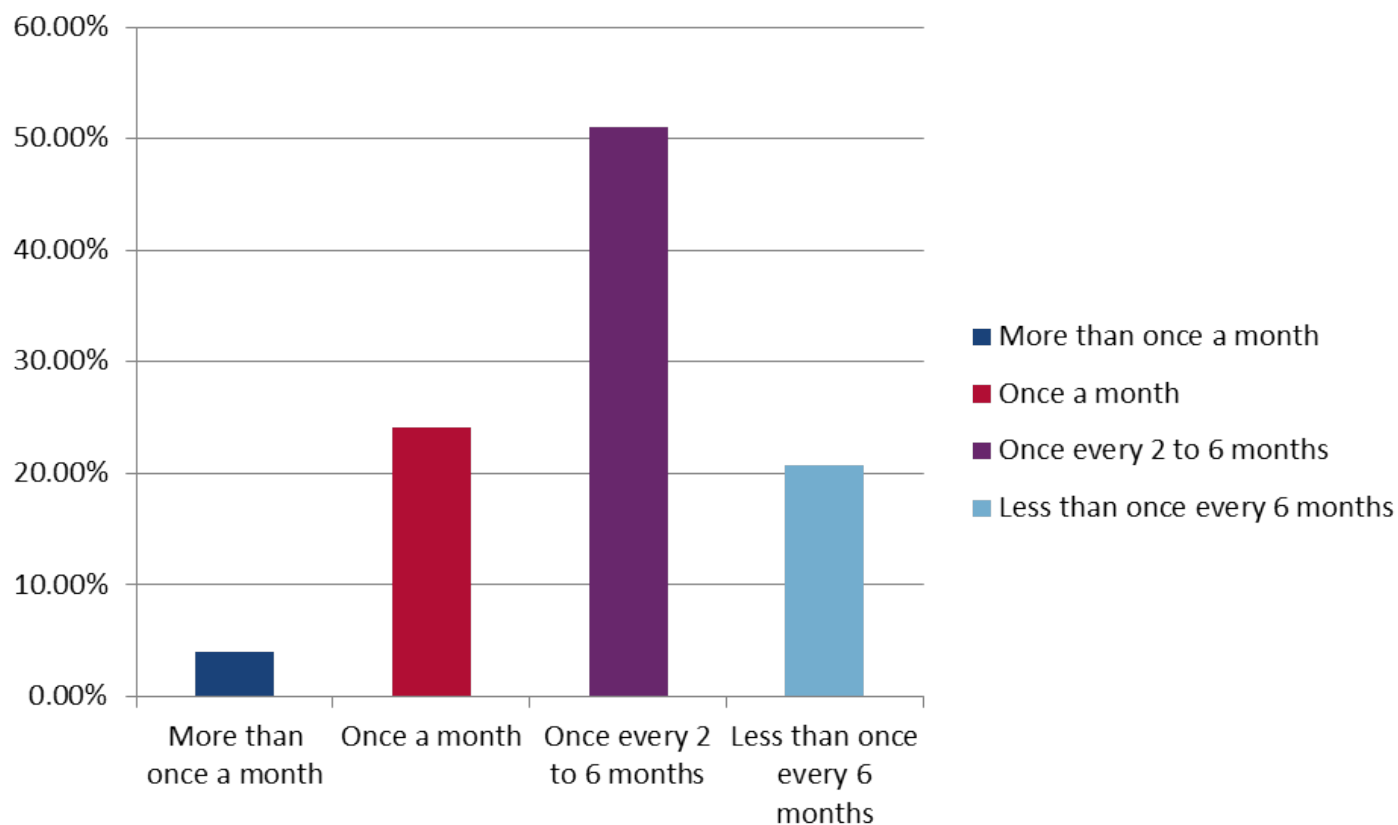


Most people have been going to AFS for 1-3 years

I am answering this on behalf
of my Son.

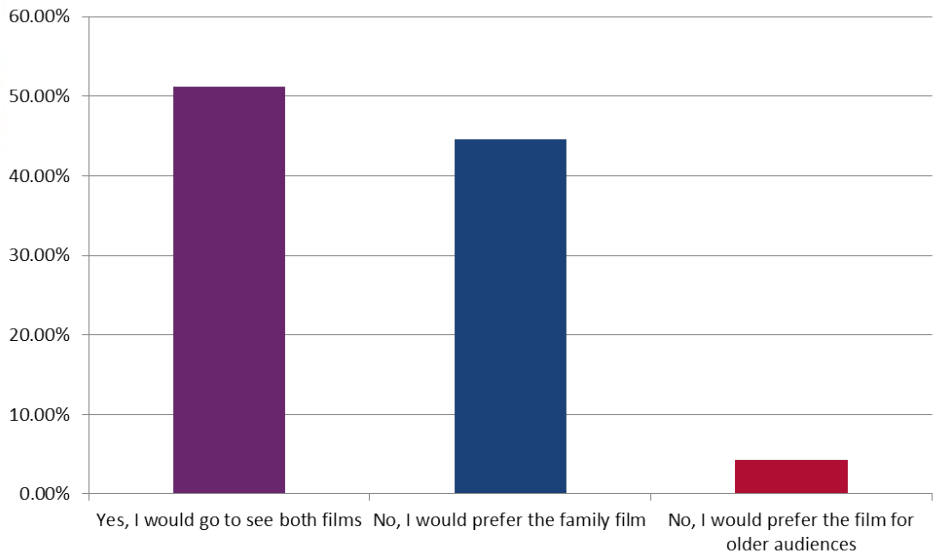
I have taken my son to
Dimensions autism friendly
screenings from when they
started. We have only missed 3
films! Due to my son not liking
them.

And their frequency

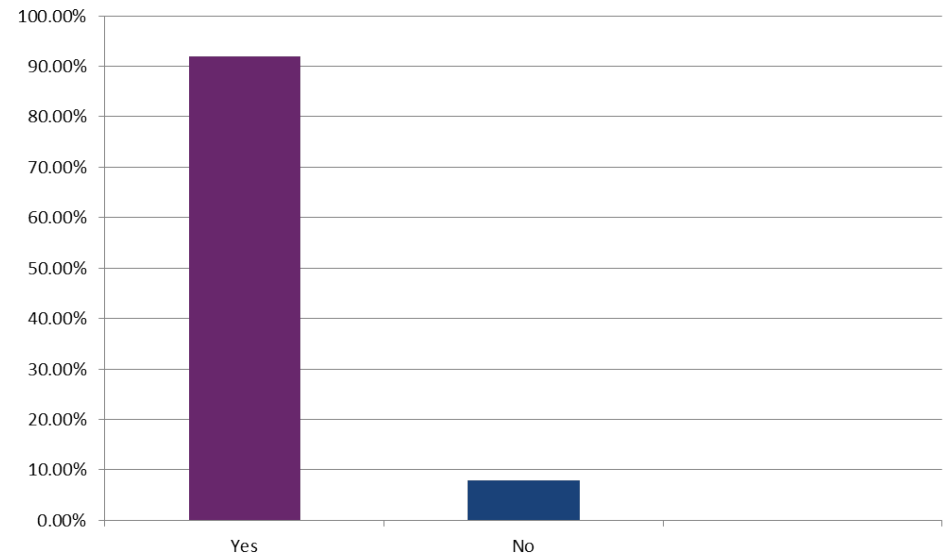


Most people go to AFS once every 2-6 months

If your local cinema showed AFS for older audiences and family, would you go to the cinema more often?

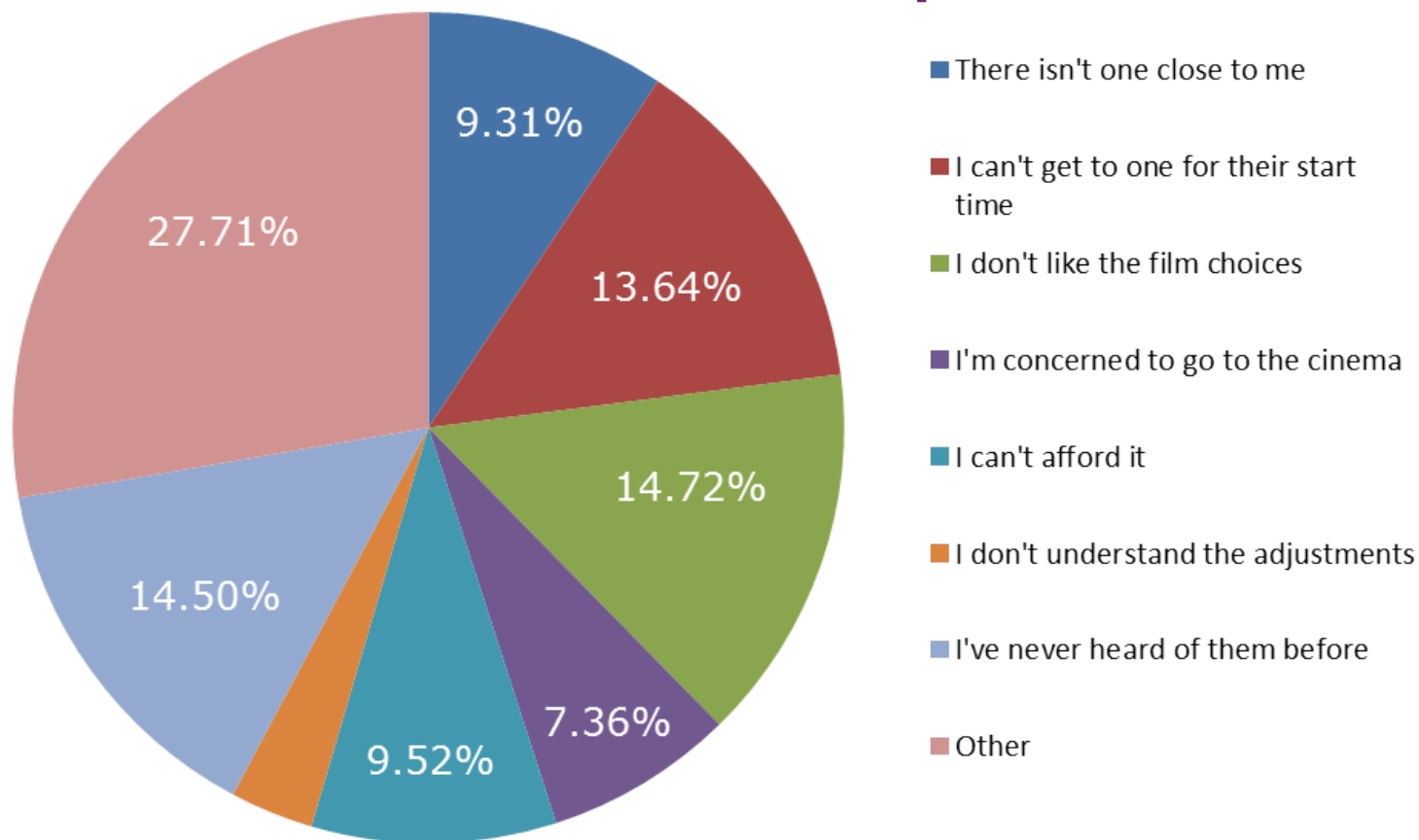


If your local cinema showed extra autism friendly screenings, would you go to the cinema more often?



But most people would go more often if there were more opportunities

I haven't been to an AFS at a partner cinema because...



But not going to a partner AFS isn't through choice

There are many challenges and considerations people need to take before going out.

How busy it will be for the whole journey and experience (leaving home, travelling, at the cinema, going home).

Public transport options and cost.

How busy the car park will be and availability of disabled parking spaces.

How much energy they'll have at that time of day and how they'll feel on the day.

There are many challenges and considerations people need to take before going out.

How busy it will be for the whole journey and experience (leaving home, travelling, at the cinema, going home).

Public transport options and cost.

How it fits around work (for parents, carers and older guests).

How busy the car park will be and availability of disabled parking spaces.

How much energy they'll have at that time of day and how they'll feel on the day.

How busy the cinema will be.

There are many challenges and considerations people need to take before going out.

How busy it will be for the whole journey and experience (leaving home, travelling, at the cinema, going home).

Public transport options and cost.

How it fits around work (for parents, carers and older guests).

How it fits around school and college (for parents, carers and older guests).

How busy the car park will be and availability of disabled parking spaces.

How much energy they'll have at that time of day and how they'll feel on the day.

How busy the cinema will be.

If the choice of film will be appropriate.

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How it fits around work (for parents, carers and older guests).

How it fits around school and college (for parents, carers and older guests).

How it fits around homework.

How busy the car park will be and availability of disabled parking spaces.

How much energy they'll have at that time of day and how they'll feel on the day.

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If the choice of film will be appropriate.

Ticket queues and cost.

There are many challenges and considerations people need to take before going out.

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Public transport options and cost.

How it fits around work (for parents, carers and older guests).

How it fits around school and college (for parents, carers and older guests).

How it fits around homework.

How it fits around meal times and snacks.

How busy the car park will be and availability of disabled parking spaces.

How much energy they'll have at that time of day and how they'll feel on the day.

How busy the cinema will be.

If the choice of film will be appropriate.

Ticket queues and cost.

Facilities around the cinema and how busy they'll be.

There are many challenges and considerations people need to take before going out.

Whether the adjustments will all be in place.	How safe it is.
If they can sit where they like or their favourite space will be free.	Disabled accessibility: parking, auditorium space, toilets, Changing Places.

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How it impacts changes to routine.	Potential delays and having to go when the film has started.
Will other people be judging them?	Are they prepared enough (watching the trailers, reading social stories etc).

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How it impacts changes to routine.	Potential delays and having to go when the film has started.
Will other people be judging them?	Are they prepared enough (watching the trailers, reading social stories etc).
Will it be clear where they need to go and what they need to do?	Overcoming previous experiences.

There are many challenges and considerations people need to take before going out.

How easy the toilets are to use and if they can be unlocked from outside.

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Where the exits are.

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How easy the toilets are to use and if they can be unlocked from outside.

Where the exits are.

Weather: some people will go more when the weather isn't nice, and some won't go outside in certain weather (e.g. bright sun).

If more opportunities were available people would be grateful for wider choice of films, locations, days and times.

More opportunities would mean people wouldn't have to miss out



dimensions



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"We go more often during school holidays when extra showings are on, if this was the same all year round we would attend more."

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“It can be tricky when there is only one screening per month, sometimes she isn’t in the right space to be able to cope with going to the movies even though we think she may enjoy a particular film, so we have had to cancel.”

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(though some guests have taken a long time to get used to their cinema and might struggle to transition to another one).

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dimensions



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dimensions

Autism
friendly

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"If I could look round first to know where I am going."

(though some guests have taken a long time to get used to their cinema and might struggle to transition to another one).

More opportunities would mean people wouldn't have to miss out

If more opportunities were available people would be grateful for more variety (particularly those who don't want to see children's films)

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“My boys have grown up with the screenings and are now 16, 15 and 12. They are more likely to want to see older films eg Marvel/DC.”

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"My son is 24, he enjoys animated movies but would also like to go and watch age appropriate movies."

"Would LOVE more films for older audiences."

"Sometimes the movie isn't suitable for an 11 year old - he isn't into 'little kids' movies anymore. So extra screenings with a movie for older/more mature under 18's would be good!"

More opportunities would mean people wouldn't have to miss out

And those who struggle to make the Sunday morning screenings (we had a lot of comments about public transport and church)

More opportunities would mean people wouldn't have to miss out

“Since they are always on Sunday mornings I can feel guilty about skipping church to go to the cinema but I also want my autistic daughter to experience watching movies in a safe non judgemental place.”

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“All showings have been 10am which is too early. Person concerned needs more time to mentally prepare to go - also a busy foyer throws them, would be great if didn't have to walk through that.”

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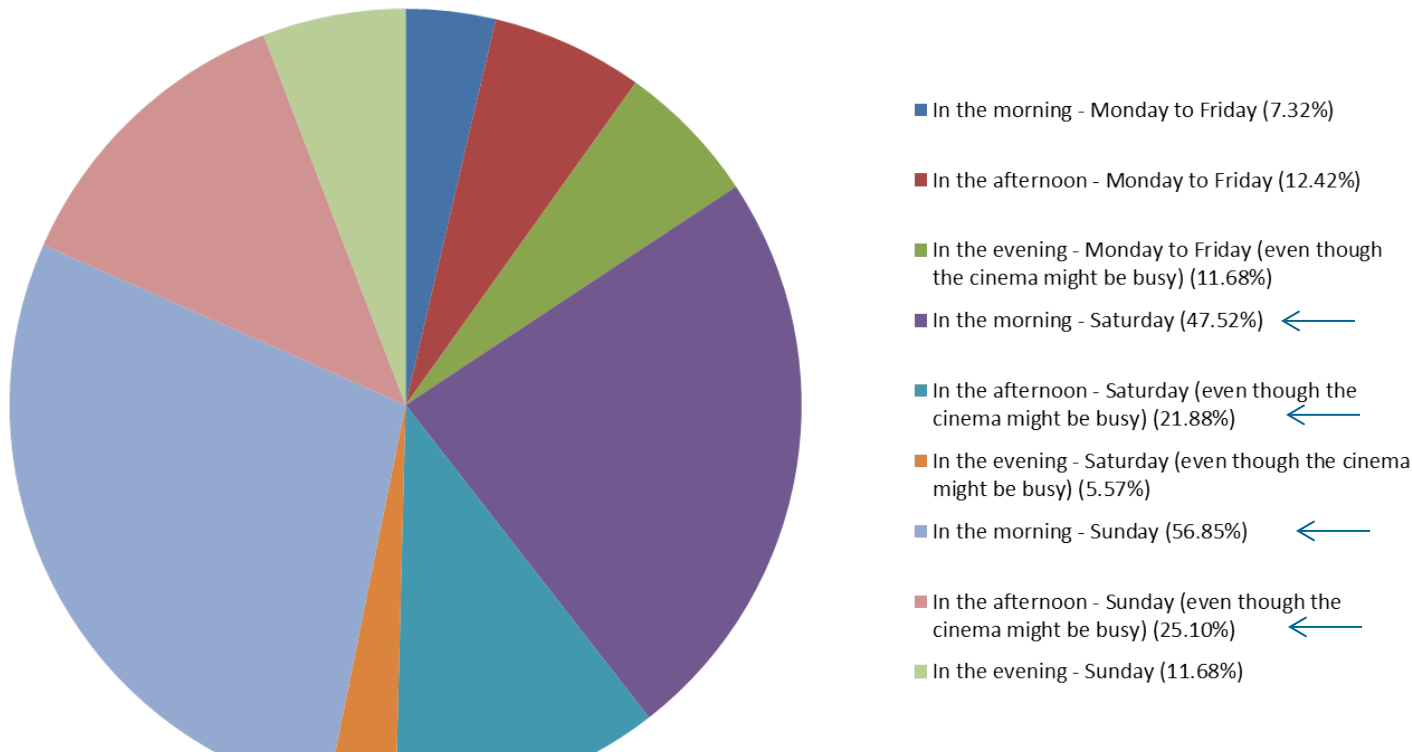
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"The screening are on Sundays round here and the buses are almost non existent on Sundays."

"Public transport doesn't start until after 10 on Sundays."

More opportunities would mean people wouldn't have to miss out

Weekends are still the most popular time for people to go, including Saturday and Sunday mornings and afternoons



Respondents would like to go at weekends



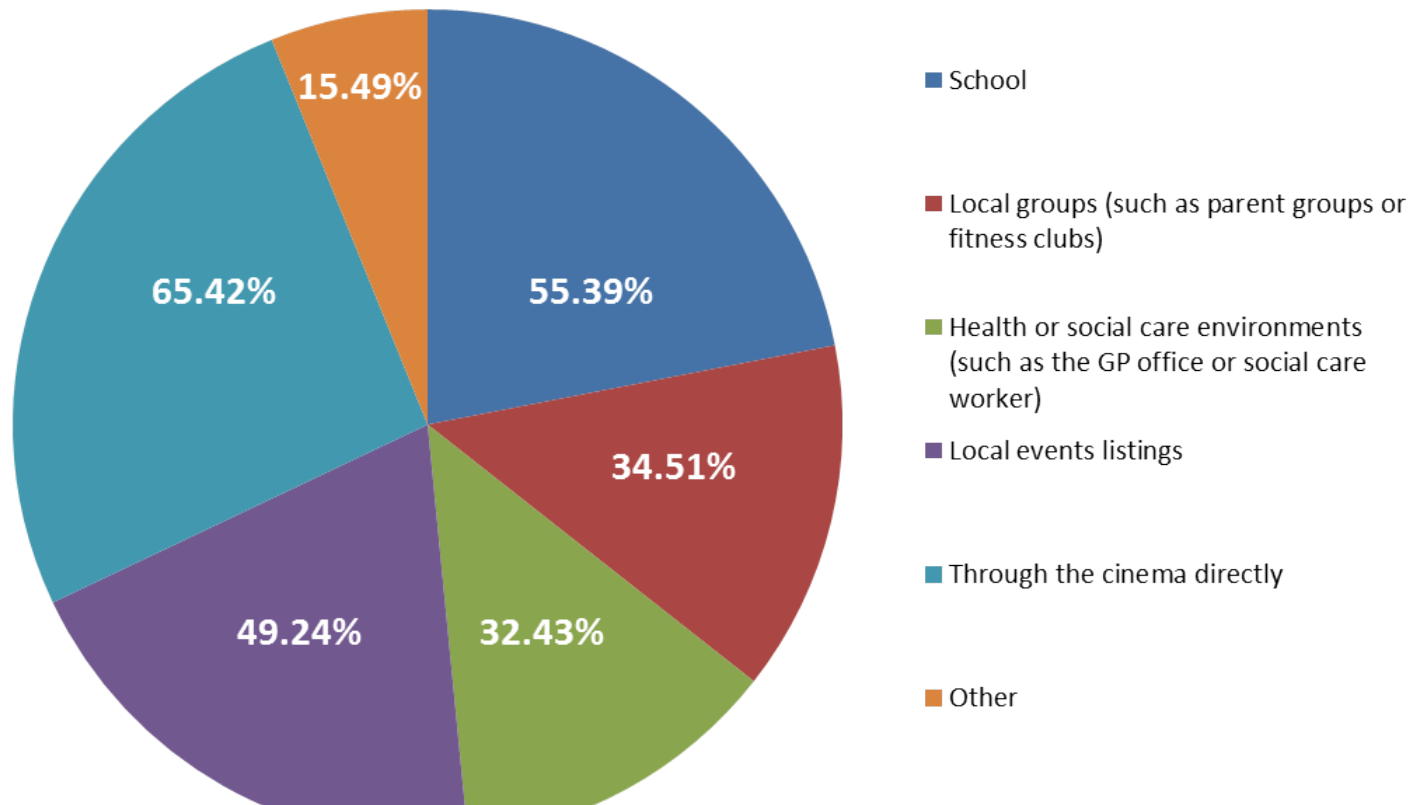
dimensions

Autism
friendly

We all play a vital role in making these opportunities known to more people...

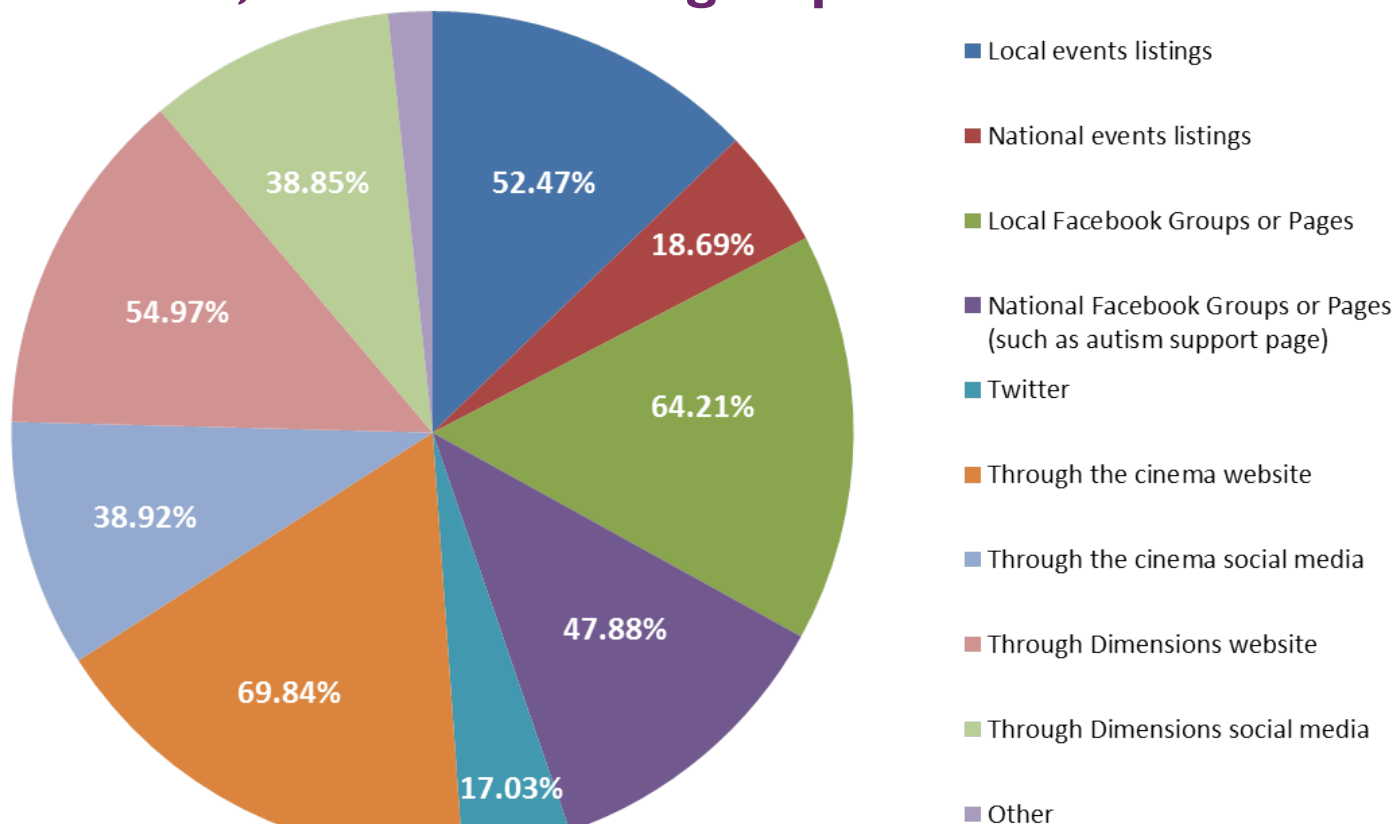
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People would like to hear about AFS through the cinema directly, local events listings and local schools



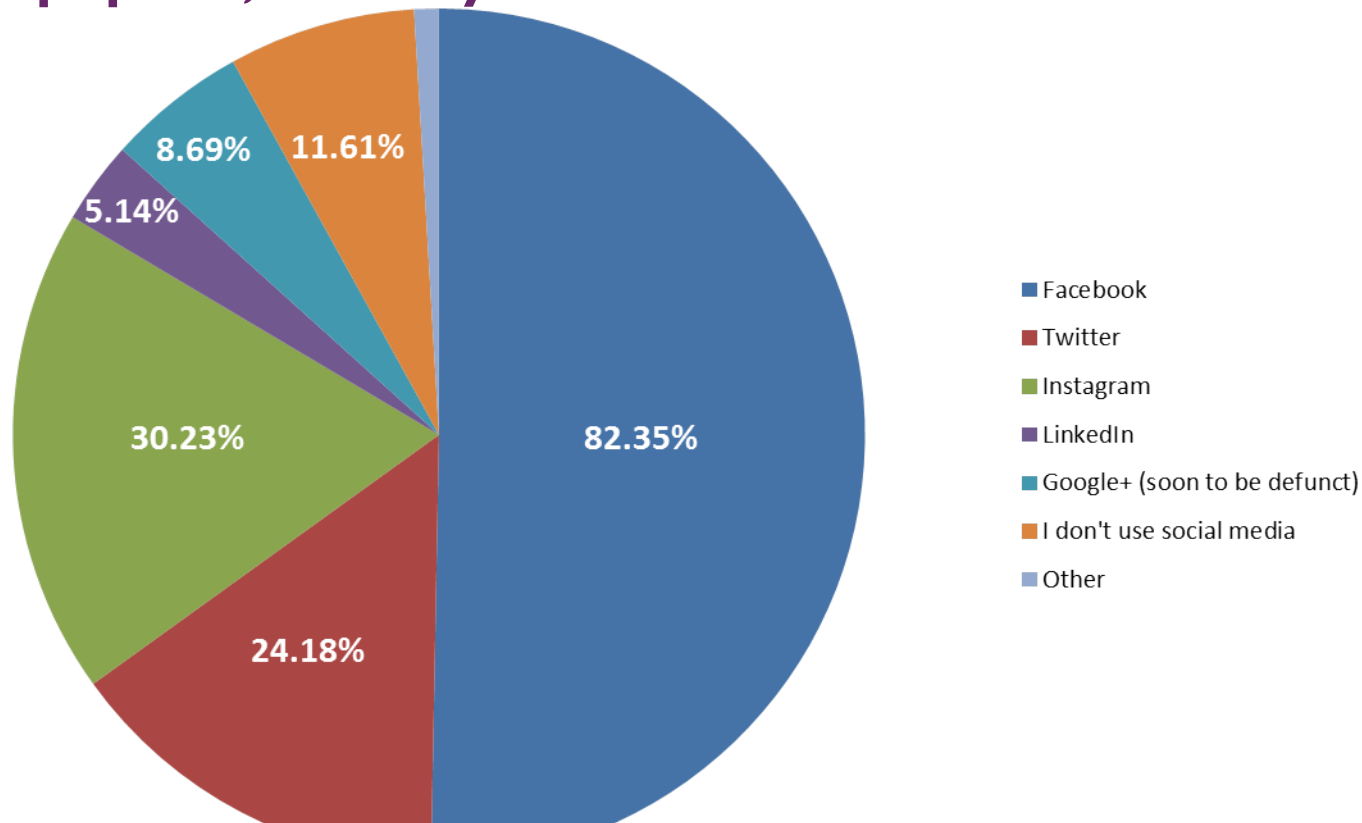
Cinemas play a vital role in offline promotion

People would like to hear about AFS through the cinema website, local Facebook groups and Dimensions website



Cinemas play a vital role in online promotion

Facebook is the most used social media platform. Twitter is popular, but only 17% want to hear about AFS on it




Recap...



Recap...

80% of people have felt excluded from their local community.



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80% of people have felt excluded from their local community.

The thing people worry most about is being judged by other people.

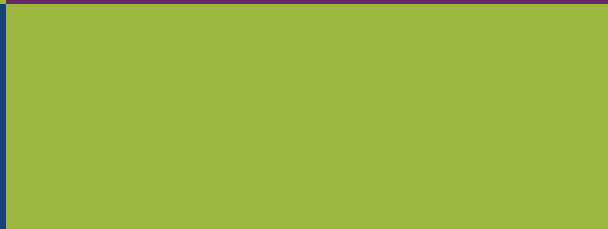
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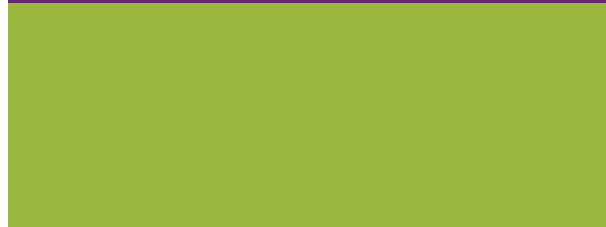
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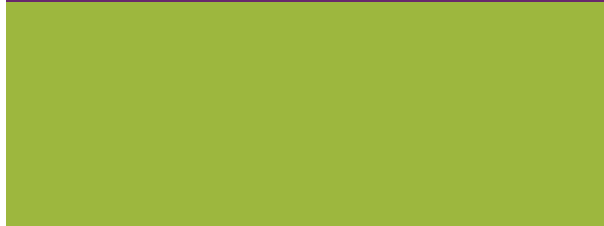
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...and family animation, family other, superhero, comedy and musical films are in most demand.



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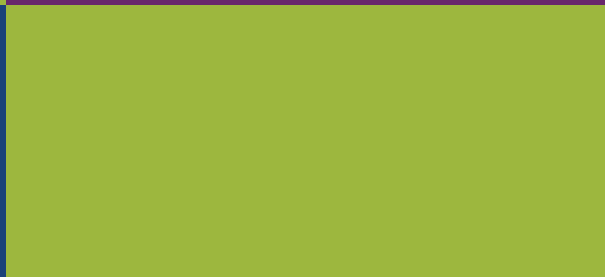
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Most people have been going to AFS for 1-3 years...

...and most people go every 2-6 months...



Recap...

80% of people have felt excluded from their local community.	The thing people worry most about is being judged by other people.	People rated not feeling judged as the most important adjustment.
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Over 90% of people would go to the cinema more often if they showed extra AFS...	...but most people would still like to see films on a Saturday or a Sunday. But those who don't shouldn't be discounted.	We can tell people about it through local cinemas, groups, schools, Facebook and our websites.



Get in touch

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autismfilms@dimensions-uk.org

0300 303 9062