

THE AUDIENCE REACTION INDEX

What is a Reaction Index?

- A Reaction Index helps you to gather information from your audience in order to easily see, at-a-glance, how well received a film was.
- If you attend a Viewing Session you will be asked to help create such an index.
- Many clubs keep such indices for their own seasons in order to help with future programming.

How is this data collated?

Every member of the audience is given a reaction slip and asked to mark their opinion of the film seen on a scale of A-E (A = Excellent, E = Very Poor). The results can then be collated into the following chart.

	A	B	C	D	E
	Excellent	Good	Average	Poor	Very Poor
My Lovely Short					
OUR MAJOR FEATURE					

To calculate the audience reaction scores, do the following calculations:

A x 100

B x 75

C x 50

D x 25

E x 0

Now add these totals together and divide by the total number of slips received. The end result is the Audience Reaction score.

Example: *My Life Without Me*

Rating	A	B	C	D	E
Votes	8	17	13	1	0

If you add up all the votes you see that 39 people expressed their opinion of the film:

A	8	x	100	=	800
B	17	x	75	=	1275
C	13	x	50	=	650
D	1	x	25	=	25
E	0	x	0	=	0
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Total					2750
Divide by 39					= 70.5



For practical purposes it is usual to round the score up or down to the nearest whole number (70%).