

## EVALUATION OF THE DEGREE PROGRAM AND THE UNIVERSITY EXPERIENCE

### MASTER OF SCIENCE IN ECONOMICS AND MANAGEMENT IN ARTS, CULTURE, MEDIA AND ENTERTAINMENT

**SURVEY PERIOD: JULY 2023 - APRIL 2024**

**N° QUESTIONNAIRES PROCESSED: 81**

**N° OF GRADUATE STUDENTS: 89**

**RESPONSE RATE: 91,0%**



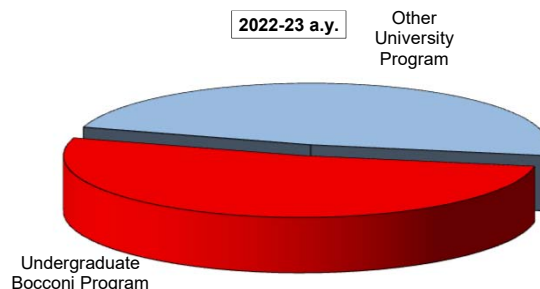
## EVALUATION OF UNIVERSITY EXPERIENCE

### Economics and Management in Arts, Culture, Media and Entertainment

#### General information

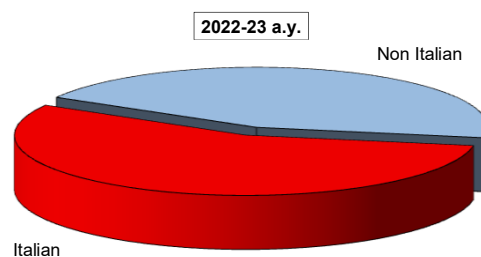
##### Undergraduate Career

Answers	a. v.	%	
		2022-23	2021-22
Undergraduate Bocconi Program	42	51,9	59,3
Other University Program	39	48,1	40,7
<b>Total</b>	<b>81</b>	<b>100,0</b>	<b>100,0</b>
NA	0		



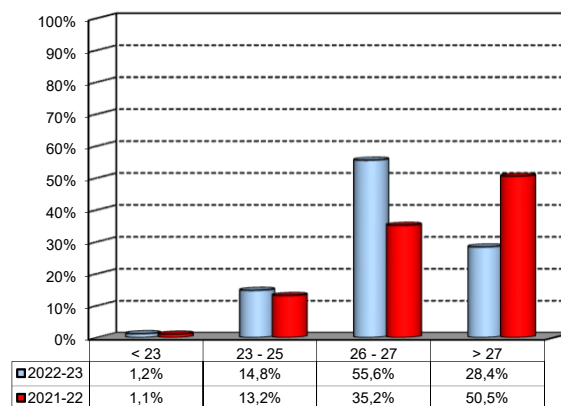
##### Nationality

Answers	a. v.	%	
		2022-23	2021-22
Italian	45	55,6%	71,4%
Non Italian	36	44,4%	28,6%
<b>Total</b>	<b>81</b>	<b>100%</b>	<b>100%</b>
NA	1		



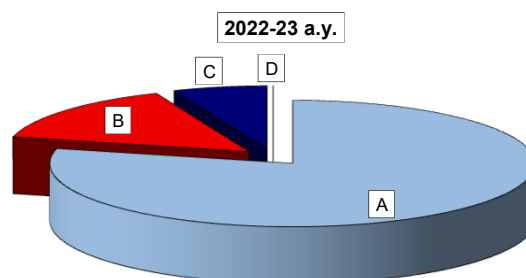
##### Average mark of the exams passed: (approximate average expressed in 30/30)

Answers	a. v.	%
meno di 23	1	1,2%
23-25	12	14,8%
26-27	45	55,6%
maggiore di 27	23	28,4%
<b>Total</b>	<b>81</b>	<b>100%</b>
NA	0	



##### How many of the courses included in your curriculum did you attend regularly?

Answers	a. v.	%	
		2022-23	2021-22
A - More than 75%	63	78,8	78,0
B - Between 50 and 75%	12	15,0	11,0
C - Between 25 and 50%	5	6,3	7,7
D - Less than 25%	0	0,0	3,3
<b>Total</b>	<b>80</b>	<b>100,0</b>	<b>100,0</b>
NA	1		

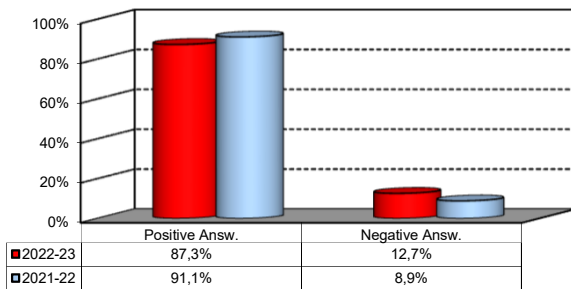


## Study Experience

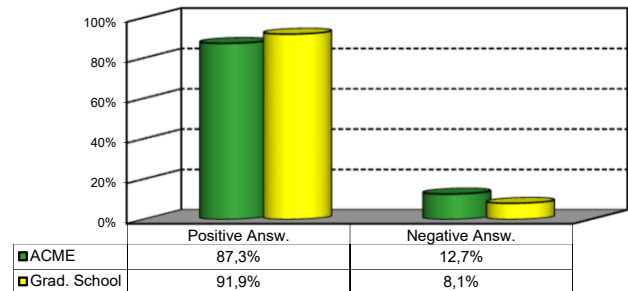
1) On the whole, do you think that the MSc program you attended at Bocconi enabled in-depth study of topics in both a theoretical and a practical sense?

Answers	Italian		Non Italian		Total	
	a.v.	%	a.v.	%	a.v.	%
A - Definitely YES	16	36,4%	11	31,4%	27	34,2%
B - More YES than NO	22	50,0%	20	57,1%	42	53,2%
C - More NO than YES	4	9,1%	3	8,6%	7	8,9%
D - Definitely NO	2	4,5%	1	2,9%	3	3,8%
<b>Total</b>	<b>44</b>	<b>100%</b>	<b>35</b>	<b>100%</b>	<b>79</b>	<b>100%</b>
NA	1		1			

Over time comparison



Comparison with the overall School data

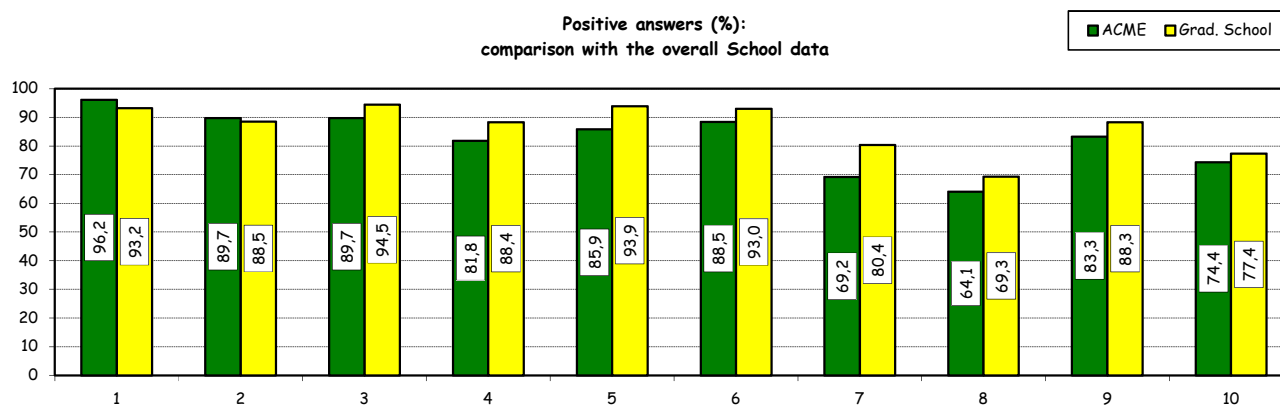


## Study Experience

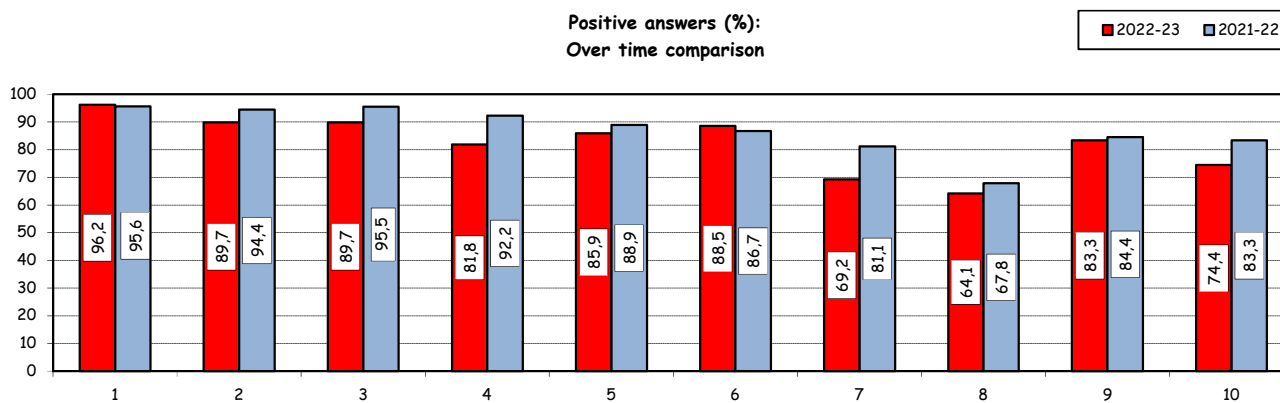
2) Do you think that your course of study at Bocconi has contributed to the development of the following skills?

Soft Skill	Item	Definitely YES		More YES than NO		More NO than YES		Definitely NO		Total		n.a.
		a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.
1	Ability to work in team	54	69,2	21	26,9	2	2,6	1	1,3	78	100,0	3
2	Interpersonal skills	44	56,4	26	33,3	7	9,0	1	1,3	78	100,0	3
3	Organizational skills	48	61,5	22	28,2	7	9,0	1	1,3	78	100,0	3
4	Critical thinking skills	36	46,8	27	35,1	11	14,3	3	3,9	77	100,0	4
5	Ability to analyze and select information	39	50,0	28	35,9	9	11,5	2	2,6	78	100,0	3
6	Problem-solving ability	37	47,4	32	41,0	8	10,3	1	1,3	78	100,0	3
7	Written communication skills	29	37,2	25	32,1	20	25,6	4	5,1	78	100,0	3
8	Verbal communication skills	18	23,1	32	41,0	21	26,9	7	9,0	78	100,0	3
9	Ability to cope with stress	37	47,4	28	35,9	8	10,3	5	6,4	78	100,0	3
10	Entrepreneurial spirit	25	32,1	33	42,3	17	21,8	3	3,8	78	100,0	3

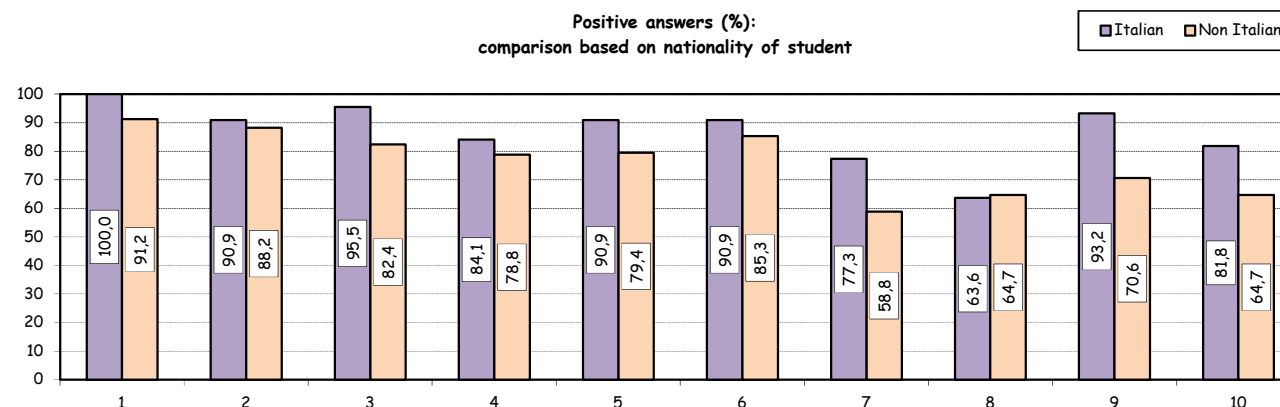
Positive answers (%):  
comparison with the overall School data



Positive answers (%):  
Over time comparison



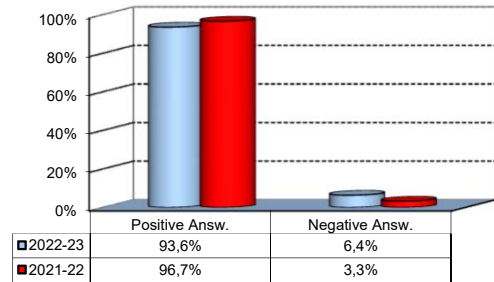
Positive answers (%):  
comparison based on nationality of student



## Study Experience

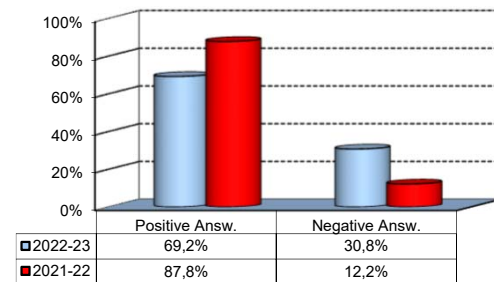
3) Do you think that teaching activities in the MSc program were structured in an active manner (frequent use of teamwork, case studies, assignments, etc.)?

Answers	a.v.	%
A - Definitely YES	47	60,3%
B - More YES than NO	26	33,3%
C - More NO than YES	5	6,4%
D - Definitely NO	0	0,0%
<b>Total</b>	<b>78</b>	<b>100%</b>
NA	3	



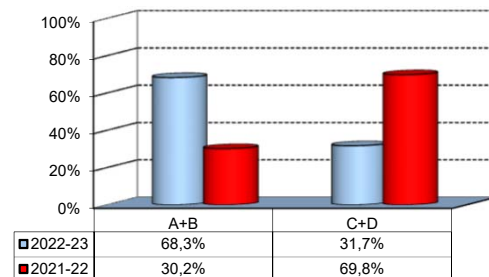
4) Do you think that the courses in your curriculum were adequately coordinated with each other?

Answers	a.v.	%
A - Definitely YES	17	21,8%
B - More YES than NO	37	47,4%
C - More NO than YES	20	25,6%
D - Definitely NO	4	5,1%
<b>Total</b>	<b>78</b>	<b>100%</b>
NA	3	



5) During the MSc program, did you notice any unnecessary overlaps or repetitions of subjects and content with what you studied during your undergraduate program?

Answers	a.v.	%
A-Very often	15	36,6%
B-Often	13	31,7%
C-Hardly ever	11	26,8%
D-Never	2	4,9%
<b>Total</b>	<b>41</b>	<b>100%</b>
NA	40	



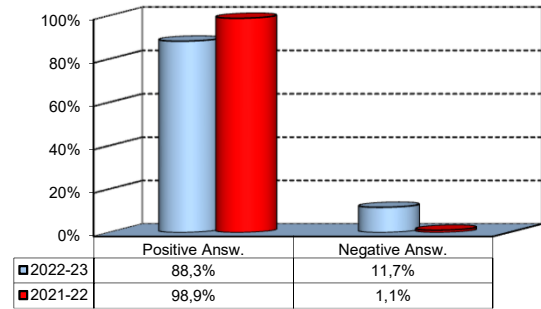
Please select the course or courses in the MSc program in which you encountered overlaps or unnecessary repetitions (multiple answers admitted)

Course	a.v.	%
MANAGEMENT OF CULTURAL INDUSTRIES AND INSTITUTIONS - MODULE II (COMPARATIVE CULTURAL PUBLIC POLICIES AND FUNDRAISING) - ECONOMIA DELLE AZIENDE PUBBLICHE E NON PROFIT	19	27,5%
MARKETING AND CRM IN THE ARTS - MARKETING NEI SETTORI CREATIVI	13	18,8%
EUROPEAN AND INTERNATIONAL ADVANCED IP LAW - DIRITTO COMMERCIALE	11	15,9%
MANAGEMENT OF CULTURAL INDUSTRIES AND INSTITUTIONS - ECONOMIA AZIENDALE E DELLE ISTITUZIONI CULTURALI	5	7,2%
Other	21	30,4%
<b>TOTAL</b>	<b>69</b>	<b>100,0%</b>

## Study Experience

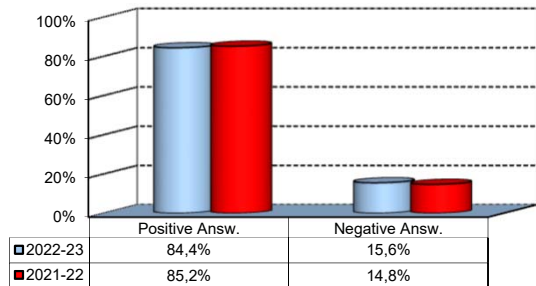
6) Do you think that the overall study load was compatible with the length of the program?

Answers	a.v.	%
A - Definitely YES	36	46,8%
B - More YES than NO	32	41,6%
C - More NO than YES	7	9,1%
D - Definitely NO	2	2,6%
<b>Total</b>	<b>77</b>	<b>100%</b>
NA	4	



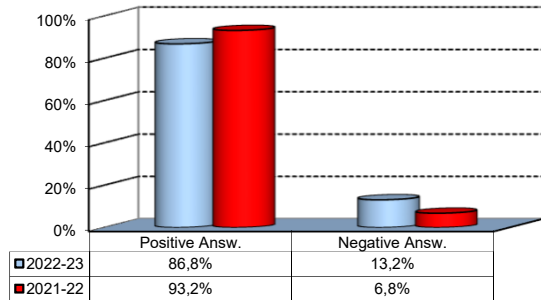
7) Was the coordination of the study program appropriately managed by the Program Director?

Answers	a.v.	%
A - Definitely YES	25	32,5%
B - More YES than NO	40	51,9%
C - More NO than YES	12	15,6%
D - Definitely NO	0	0,0%
<b>Total</b>	<b>77</b>	<b>100%</b>
NA	4	



8) On the whole, were the classroom climate and relationships with your classmates positive and able to enrich your personal experience?

Answers	a.v.	%
A - Definitely YES	45	59,2%
B - More YES than NO	21	27,6%
C - More NO than YES	9	11,8%
D - Definitely NO	1	1,3%
<b>Total</b>	<b>76</b>	<b>100%</b>
NA	5	

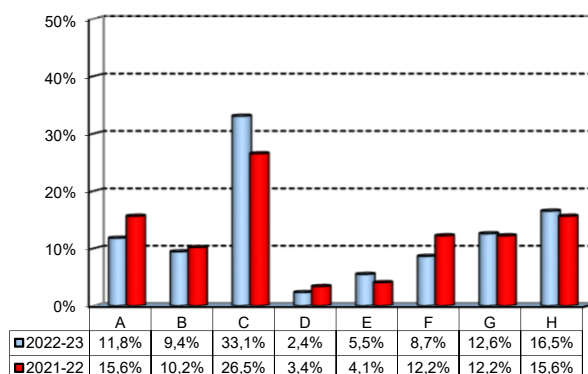


## Extracurricular Activities

1) Which of the following extracurricular activities did you attend during your study program?

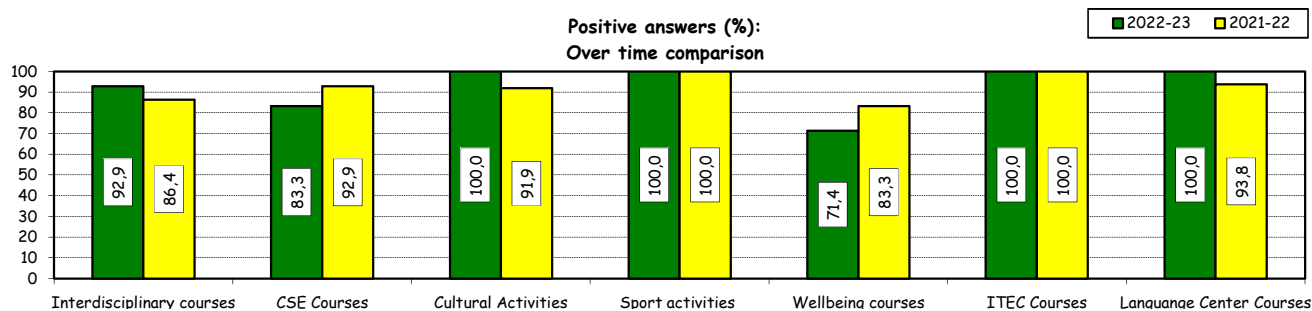
(multiple answers admitted)

Answers	a.v.	%
A - Interdisciplinary courses ("Sapere a tutto campo")	15	11,8%
B - Counseling and Self-Empowerment courses CSE	12	9,4%
C - Cultural Activities (visit museums, concerts, theatre and cinema, various issues)	42	33,1%
D - Sport activities	3	2,4%
E - Wellbeing courses	7	5,5%
F - Courses offered by ITEC	11	8,7%
G - Courses offered by Language Center	16	12,6%
H - None	21	16,5%
<b>Total</b>	<b>127</b>	<b>100%</b>
NA	0	



2) Do you think that the activities you took part in contributed to your cultural/educational enrichment?

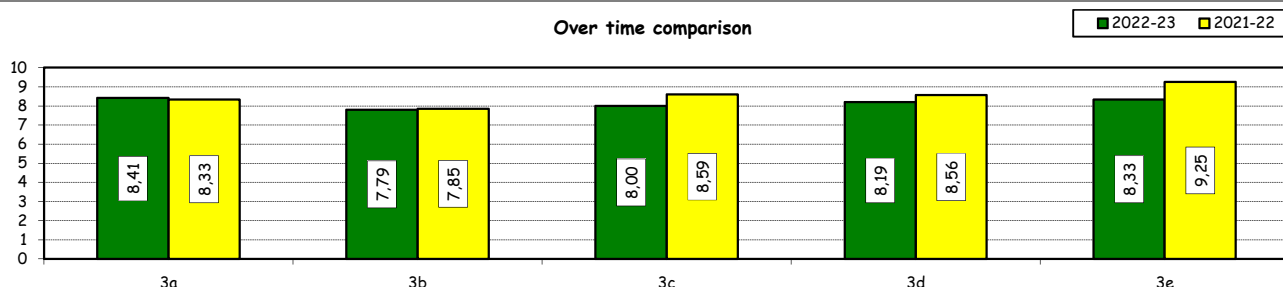
	Definitely YES		More YES than NO		More NO than YES		Definitely NO		Total		NA
	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.
A - Interdisciplinary courses	7	50,0	6	42,9	1	7,1	0	0,0	14	100,0	1
B - CSE courses	8	66,7	2	16,7	2	16,7	0	0,0	12	100,0	0
C - Cultural Activities	30	75,0	10	25,0	0	0,0	0	0,0	40	100,0	2
D - Sport activities	2	66,7	1	33,3	0	0,0	0	0,0	3	100,0	0
E - Wellbeing courses	3	42,9	2	28,6	2	28,6	0	0,0	7	100,0	0
F - ITEC courses	7	63,6	4	36,4	0	0,0	0	0,0	11	100,0	0
G - Language Center courses	11	68,8	5	31,3	0	0,0	0	0,0	16	100,0	0



How would you evaluate:

Item	Answers	Negative				Positive				Total	NA	
		1-2		3-4-5		6-7-8		9-10				
		a.v.	%	a.v.	%	a.v.	%	a.v.	%			
3a) The range and interest of programmes offered		0	0,0	0	0,0	31	53,4	27	46,6	58	100,0	2
3b) The support you received from the Campus Life Office		0	0,0	6	10,5	33	57,9	18	31,6	57	100,0	3
3c) The support you received from ITEC		0	0,0	1	10,0	5	50,0	4	40,0	10	100,0	1
3d) The support you received from Language Center		0	0,0	2	12,5	7	43,8	7	43,8	16	100,0	0
3e) The support you received from Bocconi Sport Team		0	0,0	0	0,0	1	33,3	2	66,7	3	100,0	0

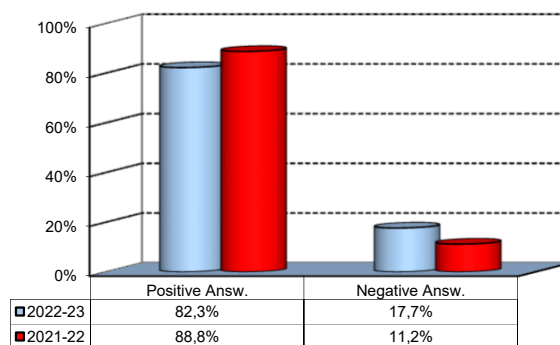
Over time comparison



## Degree Thesis

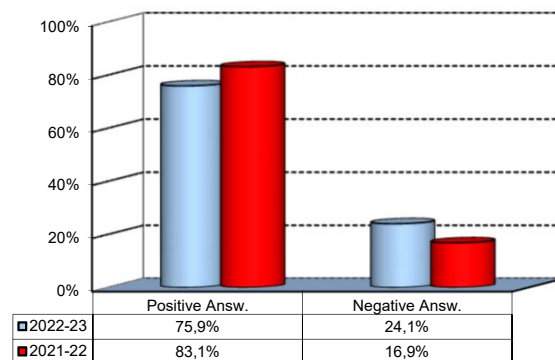
1) Do you think that the supervision and the assistance for preparing for your thesis were appropriate?

Answers	a.v.	%
A - Definitely YES	36	45,6%
B - More YES than NO	29	36,7%
C - More NO than YES	8	10,1%
D - Definitely NO	6	7,6%
<b>Total</b>	<b>79</b>	<b>100%</b>
NA	2	



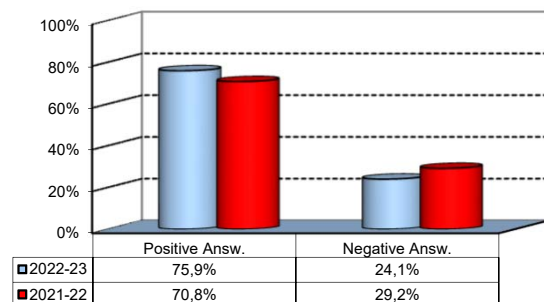
2) Do you think that the facilities provided by the University (library, computer labs) adequately supported preparation for your thesis?

Answers	a.v.	%
A - Definitely YES	28	35,4%
B - More YES than NO	32	40,5%
C - More NO than YES	14	17,7%
D - Definitely NO	5	6,3%
<b>Total</b>	<b>79</b>	<b>100%</b>
NA	2	



3) Do you think that your thesis was a useful experience for completing your education and a way to verify your planning and writing skills?

Answers	a.v.	%
A - Definitely YES	25	31,6%
B - More YES than NO	35	44,3%
C - More NO than YES	11	13,9%
D - Definitely NO	8	10,1%
<b>Total</b>	<b>79</b>	<b>100%</b>
NA	2	

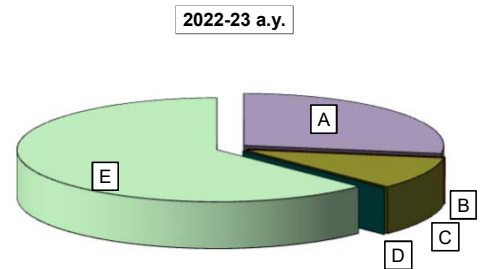




## Experience Of Studying Abroad

1) Please select the program you participated in:

Answers	a.v.	% 2022-23		% 2021-22	
		2022-23	2021-22	2022-23	2021-22
A - Exchange	22	27,5	21,1		
B - CEMS-MIM	0	0,0	0,0		
C- Double Degree	8	10,0	17,8		
D - Free-Mover	0	0,0	2,2		
E- None	50	62,5	58,9		
<b>Total</b>	<b>80</b>	<b>100,0</b>	<b>100,0</b>		
NA	1				

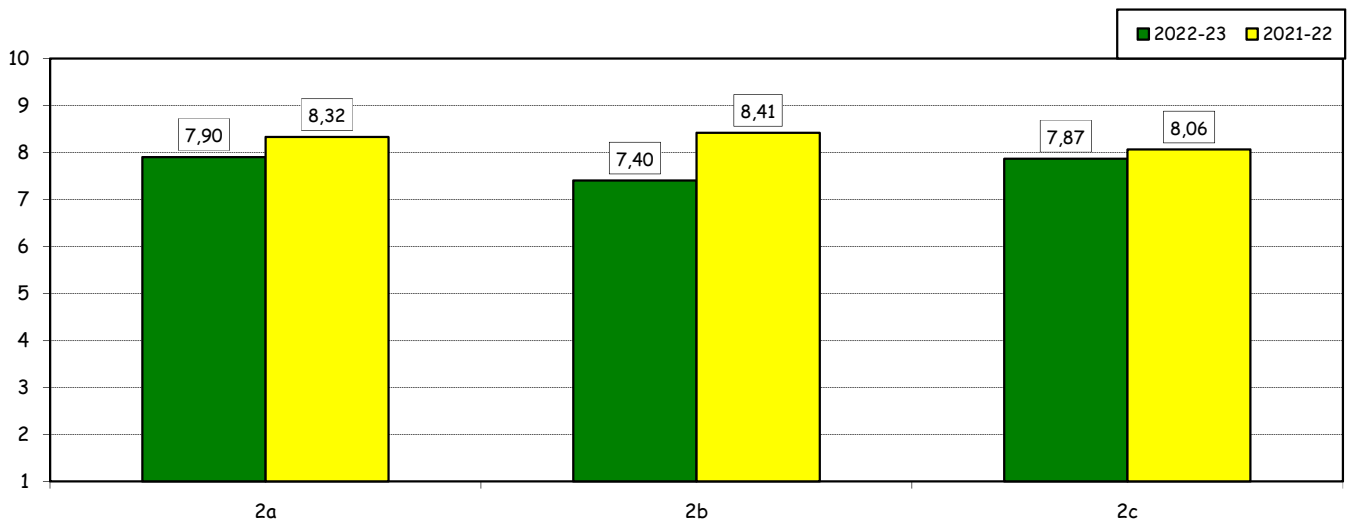


How would you evaluate:

(only A, B, C or E answers to item no.1)

Item	Answers	Negative				Positive				Total		N.A. a.v.
		1-2		3-4-5		6-7-8		9-10		a.v.	%	
		a.v.	%	a.v.	%	a.v.	%	a.v.	%			
2a) Quality and completeness of information provided through: 'International Week', emails, brochures, International Relations Service web page.		1	3,3	1	3,3	17	56,7	11	36,7	30	100,0	0
2b) The range and interest of programs offered.		0	0,0	4	13,3	17	56,7	9	30,0	30	100,0	0
2c) The support you received from Bocconi International Relations.		1	3,3	3	10,0	12	40,0	14	46,7	30	100,0	0

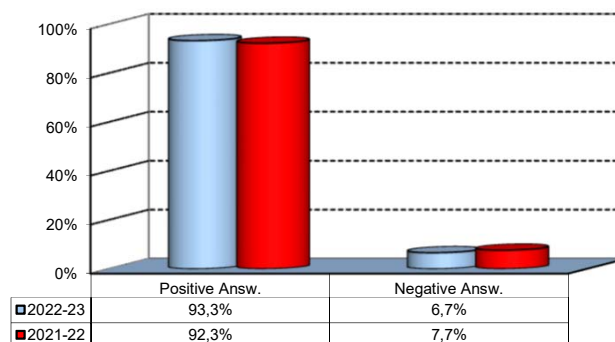
### Over time comparison



## Experience Of Studying Abroad

3) Would you positively evaluate this experience?

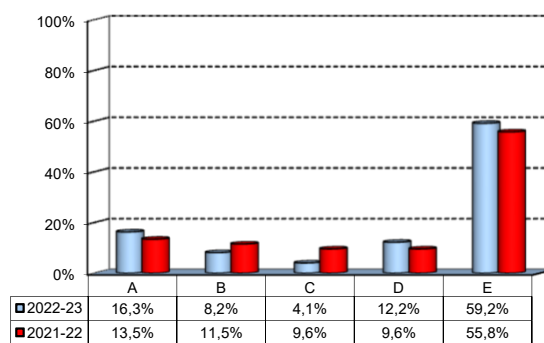
Answers	v. a.	%
A - Definitely YES	19	63,3%
B - More YES than NO	9	30,0%
C - More NO than YES	2	6,7%
D - Definitely NO	0	0,0%
<b>Total</b>	<b>30</b>	<b>100%</b>
NA	0	



(In case of answer "E" to item no.1)

4) Please indicate why you did not attend a period of study abroad (select all relevant reasons):

Answers	a. v.	%
A-Lack of interest in this kind of experience	8	16,3%
B-Absence of the requirements needed for participation in the program selected	4	8,2%
C-Rejection of your application	2	4,1%
D-Lack of time during the period of study	6	12,2%
E-Other (personal, family, organizational reasons, etc.)	29	59,2%
<b>Total</b>	<b>49</b>	<b>100%</b>
NA	1	



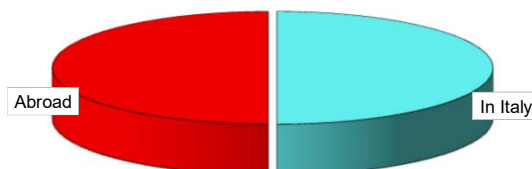
## Internship Activities

1) Which activity recognized in your curriculum did you complete during the MSc program?

Answers	a.v.	%	
		2022-23	2021-22
A - Internship/Other job experience	80	98,8	96,5
B - Alternative Activity <sup>^</sup>	1	1,2	3,5
<b>Total</b>	<b>81</b>	<b>100,0</b>	<b>100,0</b>
NA	0		

3) Where did you complete the internship recognized by the Bachelor program?

Answers	a.v.	%	
		2022-23	2021-22
In Italy	40	50,0%	57,3%
Abroad	40	50,0%	42,7%
<b>Total</b>	<b>80</b>	<b>100%</b>	<b>100%</b>
NA	0		



How would you evaluate:

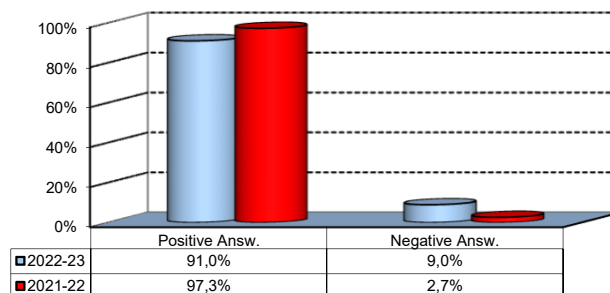
Item	Answers	Negative				Positive				Total		N.A.
		1-2		3-4-5		6-7-8		9-10		a.v.	%	a.v.
		a.v.	%	a.v.	%	a.v.	%	a.v.	%			
4a) The number and variety of opportunities offered.		5	7,5	11	16,4	28	41,8	23	34,3	67	100,0	13
4b) The support you received from the Internship Office.		3	4,5	14	20,9	28	41,8	22	32,8	67	100,0	13

Over time comparison



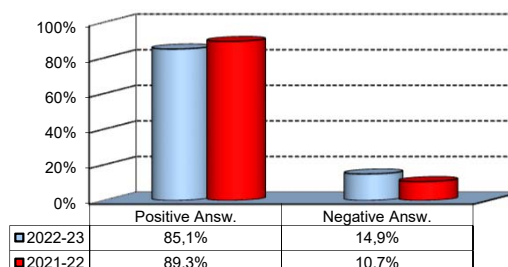
5) Would you positively evaluate this experience?

Answers	a.v.	%
A - Definitely YES	26	38,8%
B - More YES than NO	35	52,2%
C - More NO than YES	5	7,5%
D - Definitely NO	1	1,5%
<b>Total</b>	<b>67</b>	<b>100%</b>
NA	13	



6) Do you think that the qualifications you acquired while attending the MSc program were appropriate to perform this activity?

Answers	a.v.	%
A - Definitely YES	25	37,3%
B - More YES than NO	32	47,8%
C - More NO than YES	8	11,9%
D - Definitely NO	2	3,0%
<b>Total</b>	<b>67</b>	<b>100%</b>
NA	13	



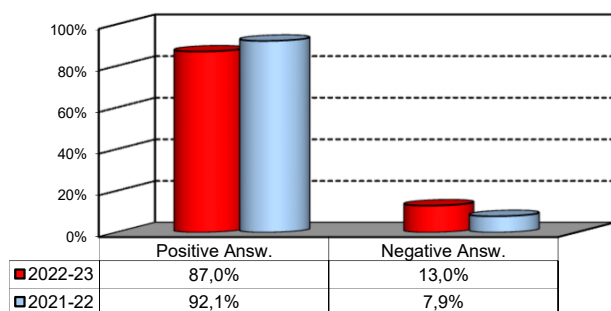
<sup>^</sup>: During the pandemic, students were given the opportunity to replace the mandatory internship with an alternative activity called Career Start Pack. It consists in an elective exam integrated with mandatory participation in the virtual career orientation path

## General satisfaction and short-term plans

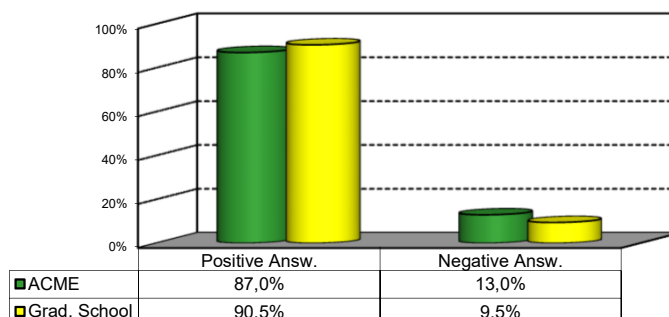
1) Are you satisfied overall with the study program you attended?

Answers	Italian		Non Italian		Total	
	a.v.	%	a.v.	%	a.v.	%
A - Definitely YES	18	41,9%	12	35,3%	30	39,0%
B - More YES than NO	18	41,9%	19	55,9%	37	48,1%
C - More NO than YES	6	14,0%	2	5,9%	8	10,4%
D - Definitely NO	1	2,3%	1	2,9%	2	2,6%
<b>Total</b>	<b>43</b>	<b>100%</b>	<b>34</b>	<b>100%</b>	<b>77</b>	<b>100%</b>
NA	2		2		4	

Over time comparison



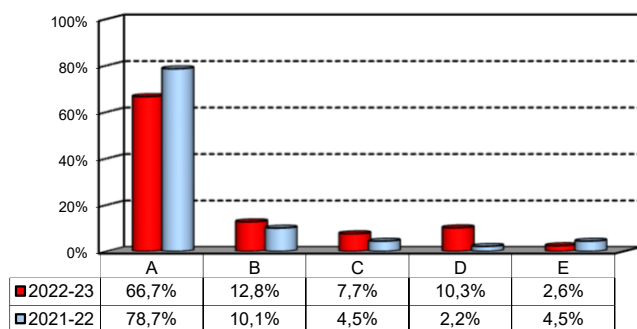
Comparison with the overall School data



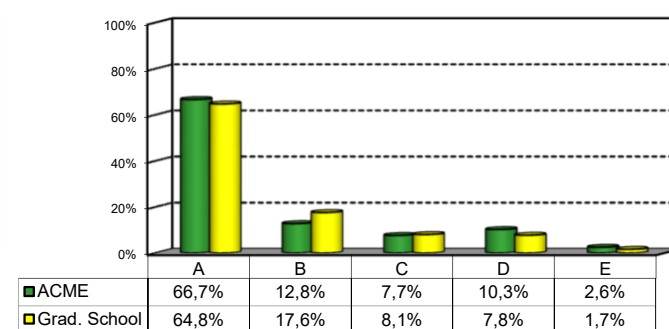
2a) If you could go back in time, would you enroll in the University again?

Answers	Italian		Non Italian		Total	
	v.a.	%	v.a.	%	v.a.	%
A-YES, in the same program at this University	28	63,6%	24	70,6%	52	66,7%
B-YES, in another program at this University	7	15,9%	3	8,8%	10	12,8%
C-YES, in the same program but at another University	2	4,5%	4	11,8%	6	7,7%
D-YES, in another program at another University	6	13,6%	2	5,9%	8	10,3%
E-NO, I would not enrol in university anymore	1	2,3%	1	2,9%	2	2,6%
<b>Total</b>	<b>44</b>	<b>100%</b>	<b>34</b>	<b>100%</b>	<b>78</b>	<b>100%</b>
NA	1		2		3	

Over time comparison



Comparison with the overall School data



## General satisfaction and short-term plans

(In case of answer "B" to item no.2a)

### 2b) Which program would you enroll at this University?

MSc	a.v.	%
ACME	0	0,0%
AFC	0	0,0%
FIN	0	0,0%
CLELI	0	0,0%
ESS	1	10,0%
EMIT	1	10,0%
GIO	0	0,0%
IM	3	30,0%
M	2	20,0%
MM	3	30,0%
CYBER	0	0,0%
<b>Total</b>	<b>10</b>	<b>100%</b>
NA	0	

### 2c) Why would you make a different choice?

(In case of answer "B", "C", "D" or "E" to item no.2a)

Answers	a.v.	% 2022-23	% 2021-22
A - My interest has changed over time / I discovered that I have different attitudes	7	26,9%	35,3%
B -The MS program did not satisfy my expectations	9	34,6%	29,4%
C I would have preferred to attend the same MS program but taught in English	1	3,8%	0,0%
D - Other reasons	9	34,6%	35,3%
<b>Total</b>	<b>26</b>	<b>100%</b>	<b>100%</b>
NA	0		

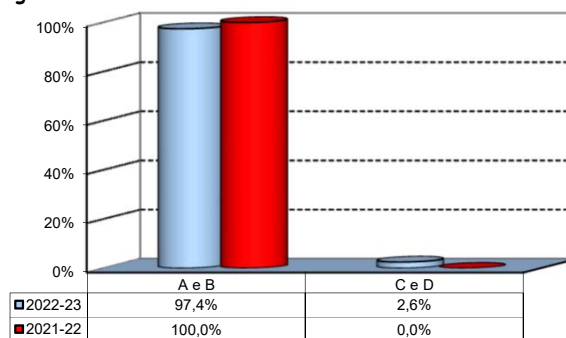
#### D- Other reasons:

Avrei preferito non combinare triennale e magistrale con la stessa identica specializzazione, soprattutto per via delle sovrapposizioni riscontrate e la marginale importanza e rilievo dati al major di scelta
Avrei preferito sviluppare maggiormente altri argomenti invece che ripetere altri gia' acquisiti nel corso di laurea triennale.
Avrei voluto avere un focus maggiore sul marketing, quindi avrei scelto il corso magistrale ad esso dedicato.
Considero il metodo di studio offerto dalla bocconi non idoneo a cio' che viene chiesto nel campo del lavoro e non da le competenze necessarie per trovare lavoro, per questo tornando indietro avrei frequentato lo stesso corso di laurea ma all'estero.
I think the experience for international students is not satisfied
I would have preferred to study in my home country due to covid and personal reasons.
Il corso di laurea non ha rispecchiato a pieno le mie aspettative. inoltre, potendo tornare indietro, sceglierei un corso in italiano perche' la mia media voti e' stata negativamente influenzata (e parecchio) dal fatto che il corso fosse in lingua inglese
La Bocconi non offre effettive opportunita' lavorative nei settori relativi al mio corso di studio, dove invece altre universita' hanno un network maggiore sotto questo punto di vista.
The professors & guest speakers often could not coherently express ideas in English. Their written content was excellent but the oral transmission was lacking. I managed to get by because I learned Italian and could decipher their meaning most of the time
Unsatisfied with the italian teaching/evaluation system, it lacks critical thinking and relies on memorising. Lack of support for working students who are forced to follow the courses as 'non attending'.

## Infrastructure: Classrooms, Library And Facilities

1) What is your opinion about the classrooms where lessons and other teaching activities have been held?\*

Answers	a.v.	%
A - Always or nearly always adequate	60	76,9%
B - Often adequate	16	20,5%
C - Rarely adequate	2	2,6%
D - Never adequate	0	0,0%
E - I did not use them	0	0,0%
<b>Total</b>	<b>78</b>	<b>100%</b>
NA	3	

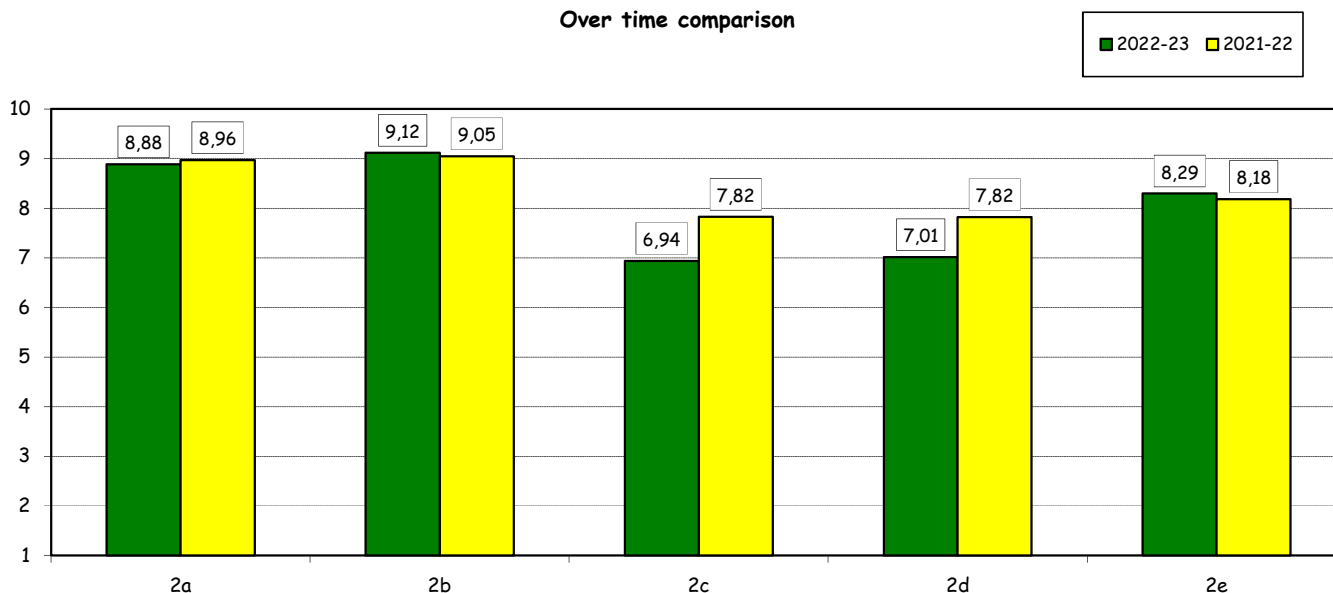


2) How would you evaluate:

(In case of answer "A", "B", "C" or "D" to item no.1)

Item	Answers	Negative				Positive				Total		NA	N.R.
		1-2		3-4-5		6-7-8		9-10		a.v.	%		
		a.v.	%	a.v.	%	a.v.	%	a.v.	%				
a) The adequacy of the audio and multimedia systems (e.g. instructor's computer, projectors, video players) installed in the classrooms.		0	0,0	2	2,6	24	30,8	52	66,7	78	100,0		3
b) The cleanliness of classrooms and of other common areas on campus (corridors, halls, study rooms).		0	0,0	1	1,3	18	23,4	58	75,3	77	100,0		4
c) The adequacy of the amount of areas/seats reserved to individual study in the University Library.		12	15,4	9	11,5	27	34,6	30	38,5	78	100,0	0	3
d) The adequacy of the amount of areas/seats reserved to individual study in other buildings on campus.		8	10,3	12	15,4	28	35,9	30	38,5	78	100,0	0	3
e) The clarity and adequacy of the signage system on campus.		2	2,6	6	7,7	28	35,9	42	53,8	78	100,0		3

### Over time comparison

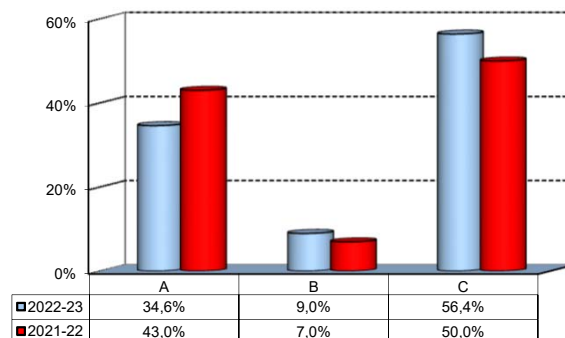


(\*): the percentage shown on the graphs is calculated by excluding the responses of those who declare that they have not used the service.

## Infrastructure: Classrooms, Library And Facilities

3) What is your overall opinion on the PC Labs and IT facilities provided by the University?

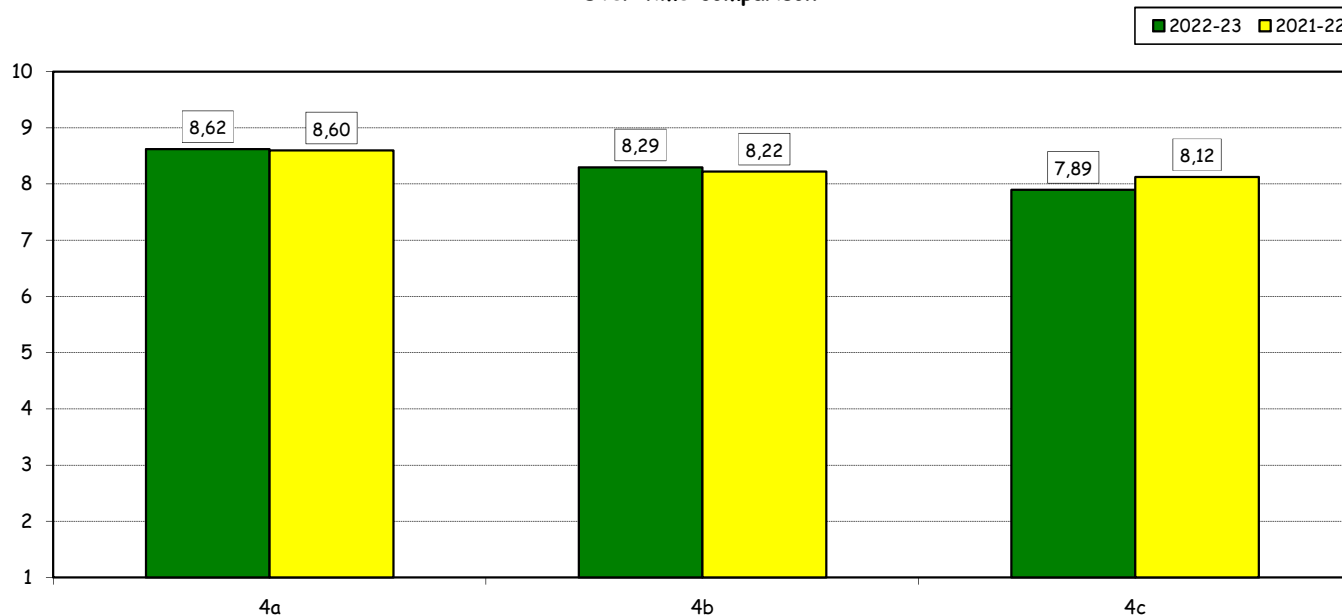
Answers	a.v.	%
A- Adequate in number	27	34,6%
B- Inadequate in number	7	9,0%
C- Never used	44	56,4%
<b>Total</b>	<b>78</b>	<b>100%</b>
NA	3	



4) How do you evaluate:

Item	Answers	Negative				Positive				Total		N.R.
		1-2		3-4-5		6-7-8		9-10		a.v.	%	
		a.v.	%	a.v.	%	a.v.	%	a.v.	%			
a) The availability of technical staff supporting students (Tutors) in PC Labs.*		0	0,0	3	8,8	10	29,4	21	61,8	34	100,0	0
b) The convenience of the PC Labs' opening hours.*		1	2,9	4	11,8	9	26,5	20	58,8	34	100,0	0
c) The level of accessibility and usability of the University's IT services (Internet access points, Punto Blu, Virtual Punto Blu, wireless connection).		3	3,9	8	10,5	29	38,2	36	47,4	76	100,0	2

### Over time comparison

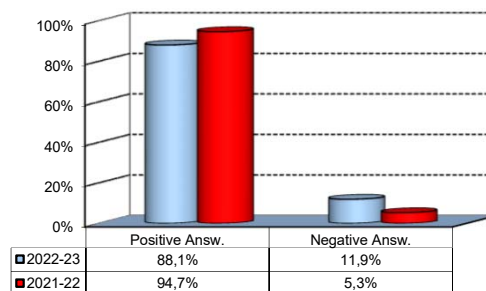


(\*): Only in case of answer "A" or "B" to item no.3

## Infrastructure: Classrooms, Library And Facilities

5) What is your overall opinion on the Library's services, such as support for individual study?\*

Answers	a.v.	%
A - Very Positive	24	30,8%
B - Quite positive	35	44,9%
C - Quite negative	4	5,1%
D - Very Negative	4	5,1%
E - Never used	11	14,1%
<b>Total</b>	<b>78</b>	<b>100%</b>
NA	3	

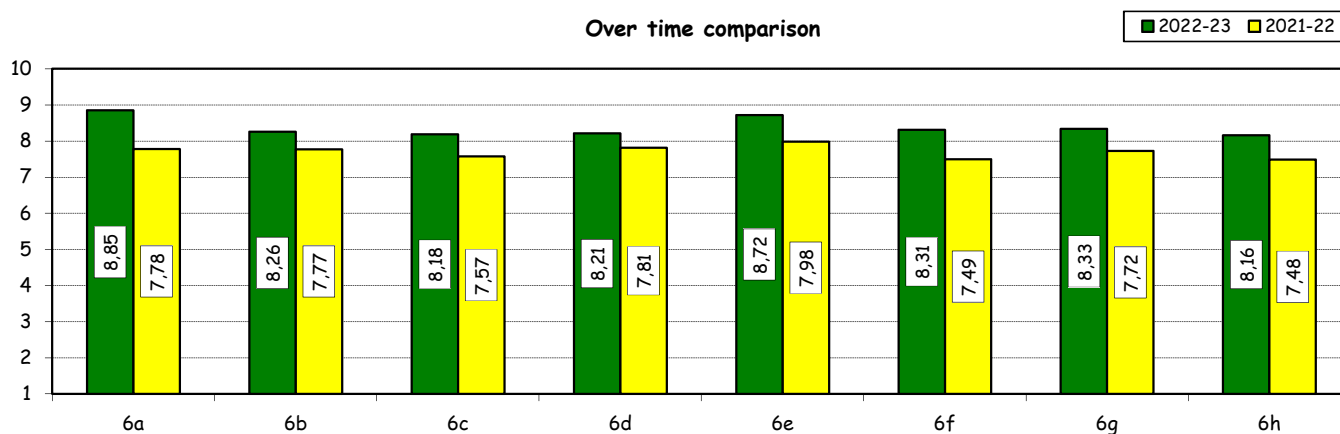


6) How would you evaluate:

(In case of answer "A", "B", "C" or "D" to item no. 5)

Item	Answers	Negative				Positive				Total		N.A.
		1-2		3-4-5		6-7-8		9-10		a.v.	%	
		a.v.	%	a.v.	%	a.v.	%	a.v.	%			
a) The convenience of the Library's opening hours and access to its main services.		0	0,0	2	5,1	9	23,1	28	71,8	39	100,0	28
b) Range of subjects covered in hardcopy collections (books and journals) compared to your needs of study and research		1	2,6	3	7,7	14	35,9	21	53,8	39	100,0	28
c) The relevance and updating of online collections (e-books, e-journals, databases) compared to your needs of study and research		0	0,0	3	7,9	19	50,0	16	42,1	38	100,0	29
d) The ease of use of search tools available on the Library website		0	0,0	4	10,5	16	42,1	18	47,4	38	100,0	29
e) The assistance provided by the Library staff		0	0,0	1	2,6	15	38,5	23	59,0	39	100,0	28
f) Availability of documents (textbooks, articles, chapters, case studies, etc.) used in individual courses		0	0,0	1	2,6	21	53,8	17	43,6	39	100,0	28
g) The Library website as a source of information on the services offered and as a point of access for resources		0	0,0	5	12,8	13	33,3	21	53,8	39	100,0	28
h) The usefulness of workshops offered by the Library to understand how to use the resources available (catalogues, e-journals, databases, etc.)		0	0,0	5	13,2	14	36,8	19	50,0	38	100,0	29

Over time comparison



(\*): the percentage shown on the graphs is calculated by excluding the responses of those who declare that they have not used the service.