VAFF
VIRGINIA
FILM FESTIVAL
A PROGRAM OF THE UNIVERSITY OF VIRGINIA

2020 Survey Wrap-Up

Attendance

11,000+

Virtual streams recorded

680+

Vehicles attended
drive-in movies

5

Average number of
virtual unlocks per person
(based on 304 survey responses)

2

Average number of
Drive-ins attended per person
(based on 144 survey responses)

2.37

Average number of
people attended in a party
(based 276 survey responses) on
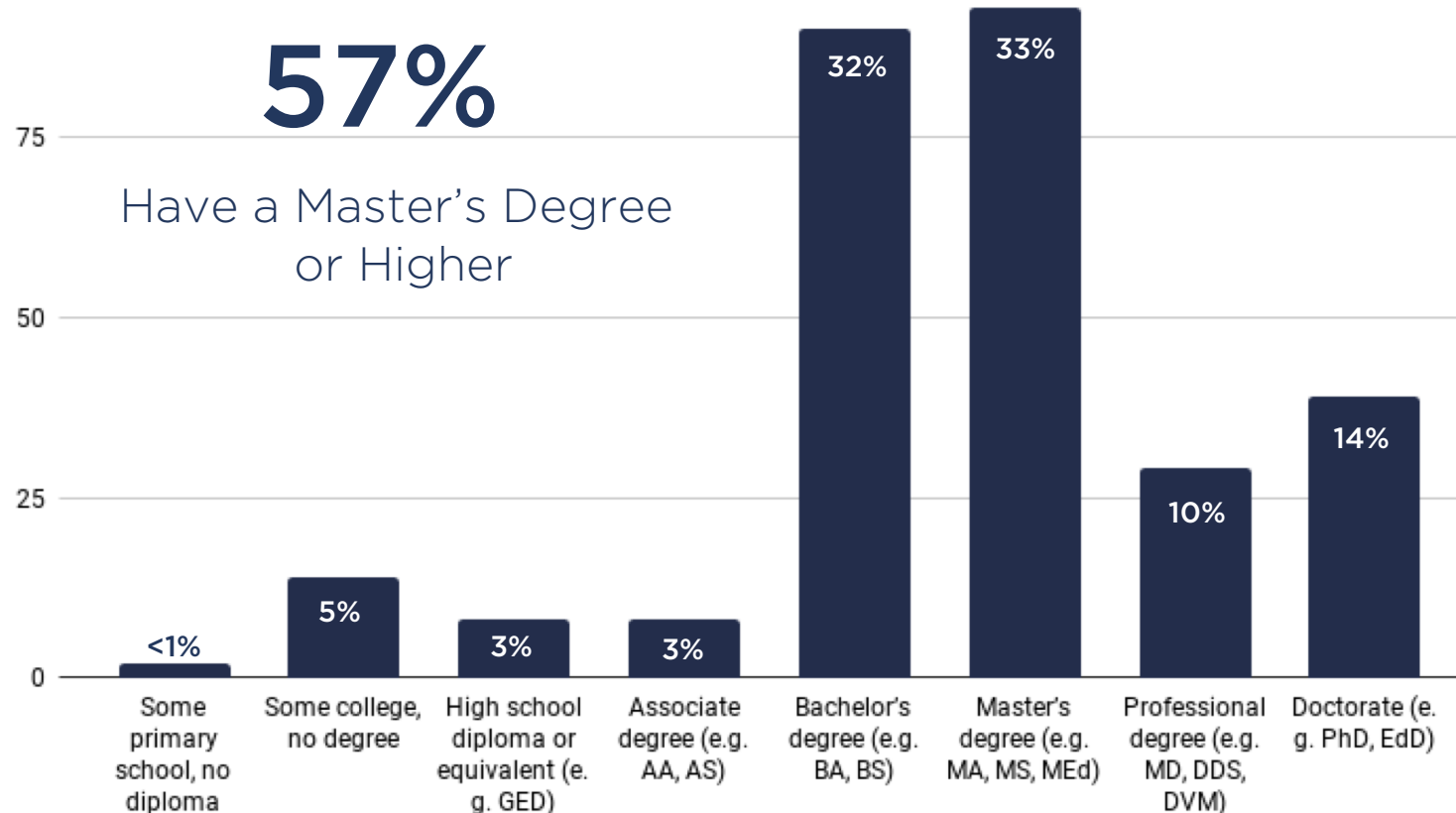
Photo by Sanjay Suchak

Attendee Data

- **67%** are residents of Charlottesville City and Albemarle County
- **23%** are residents of other Virginia cities and counties
- **10%** are from out-of-state
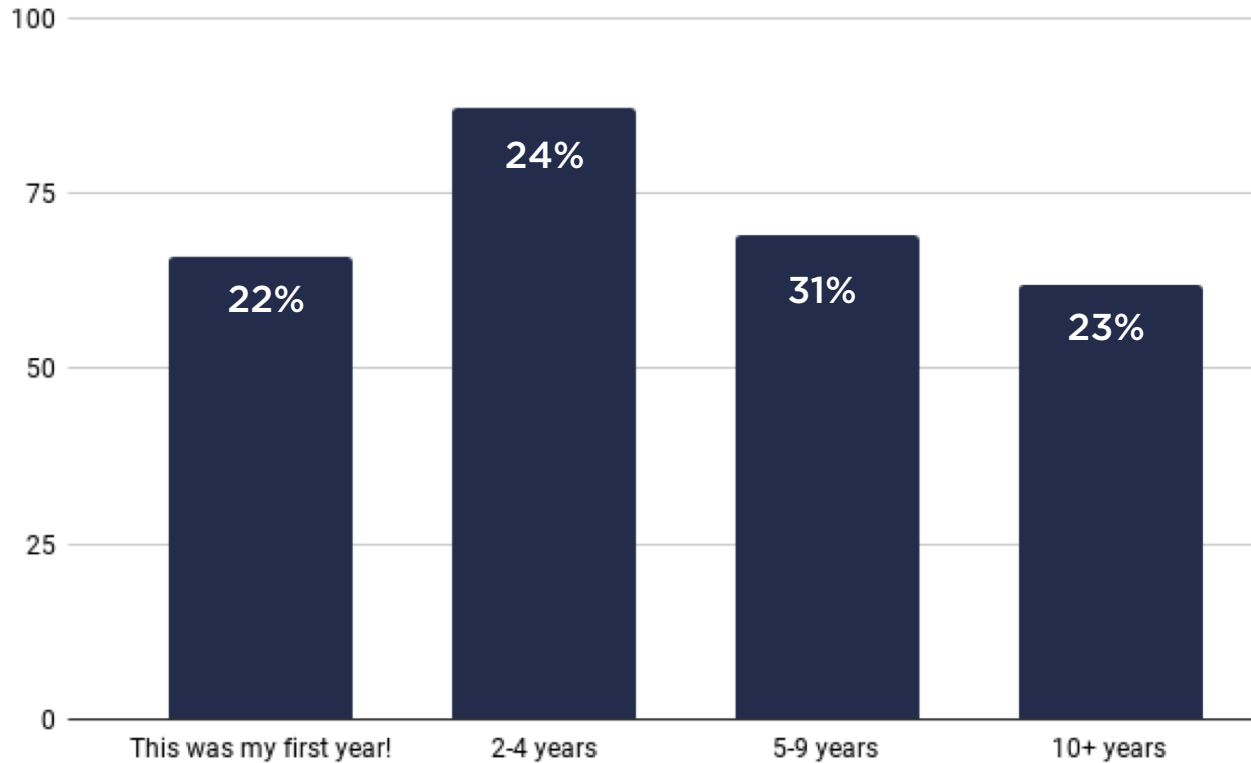
82%

Of patrons have an income
Greater than $60,000
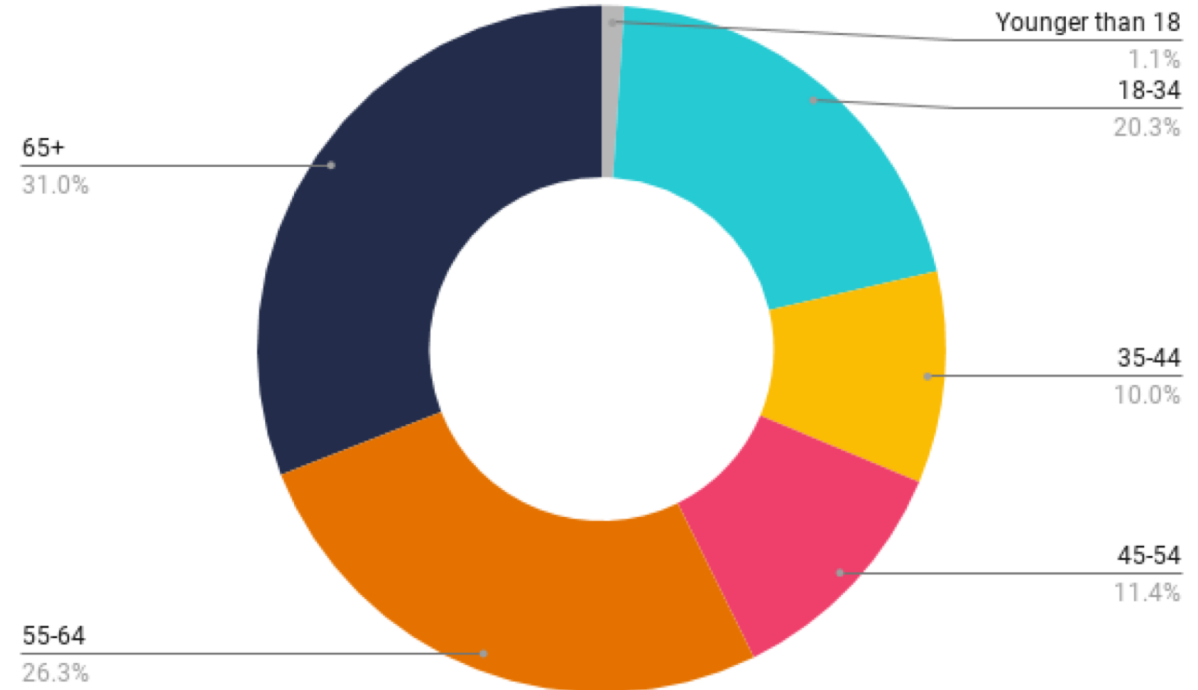
(based on 245 survey responses)

Degree Representation

57%

Have a Master's Degree
or Higher

Based on survey responses

Attendee Data (cont'd)

How many years have you attended the VAFF?

- This was my first year! — 22%
- 2-4 years — 24%
- 5-9 years — 31%
- 10+ years — 23%

Age Representation

- Younger than 18 — 1.1%
- 18-34 — 20.3%
- 35-44 — 10.0%
- 45-54 — 11.4%
- 55-64 — 26.3%
- 65+ — 31.0%

UVA Affiliation

473
UVA student
Art$ virtual passes issued

60% of VAFF patrons*
have a connection to UVA!
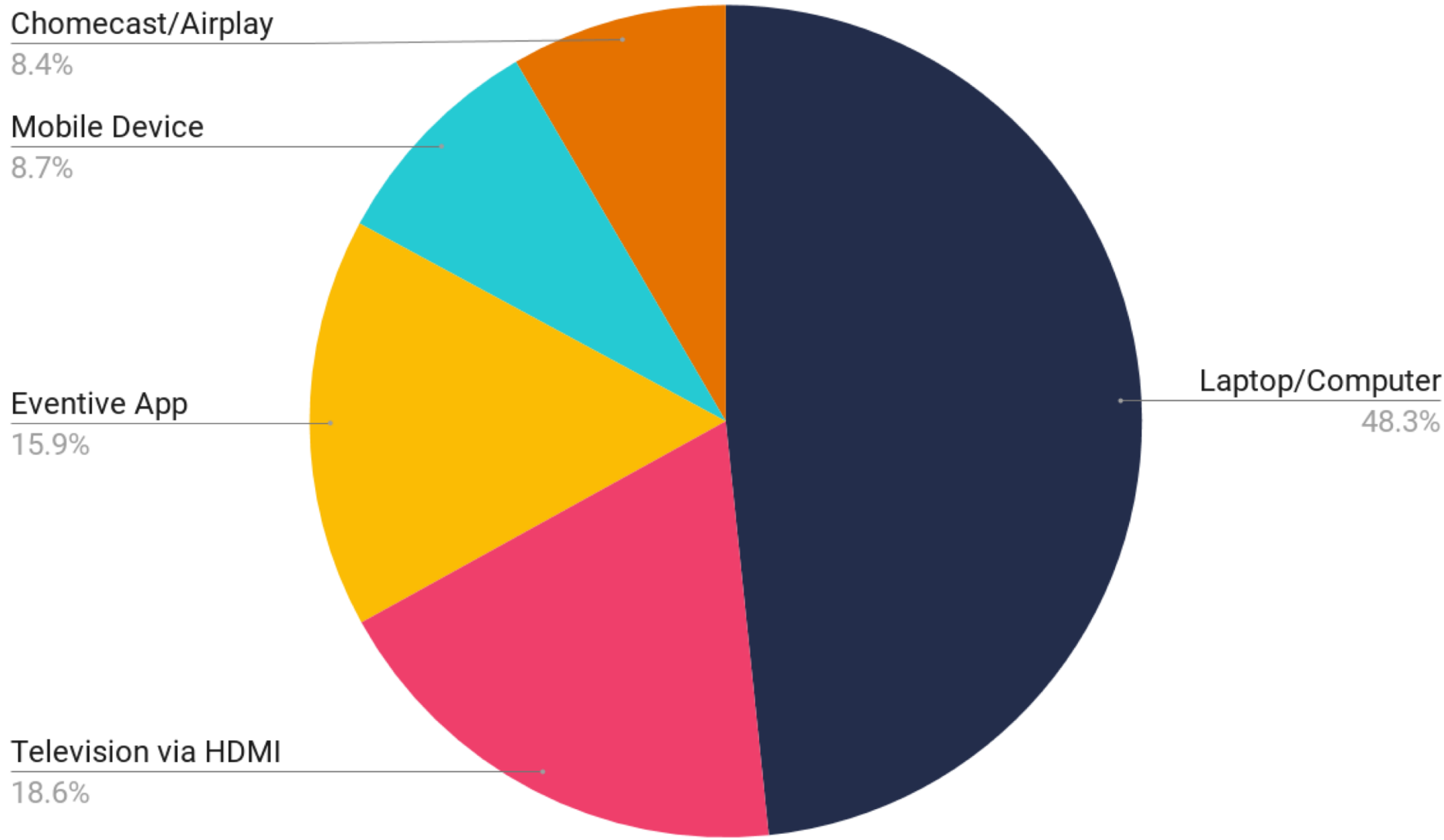
11%
Current
Students

19%
Faculty or
Staff

23%
Alumni

7%
Parents of
Students

Photo by Sanjay Suchak

*based on 302 survey responses

How did you watch the 2020 virtual program?

Chomecast/Airplay
8.4%

Mobile Device
8.7%

Eventive App
15.9%

Television via HDMI
18.6%

Laptop/Computer
48.3%

How'd you hear about the festival?

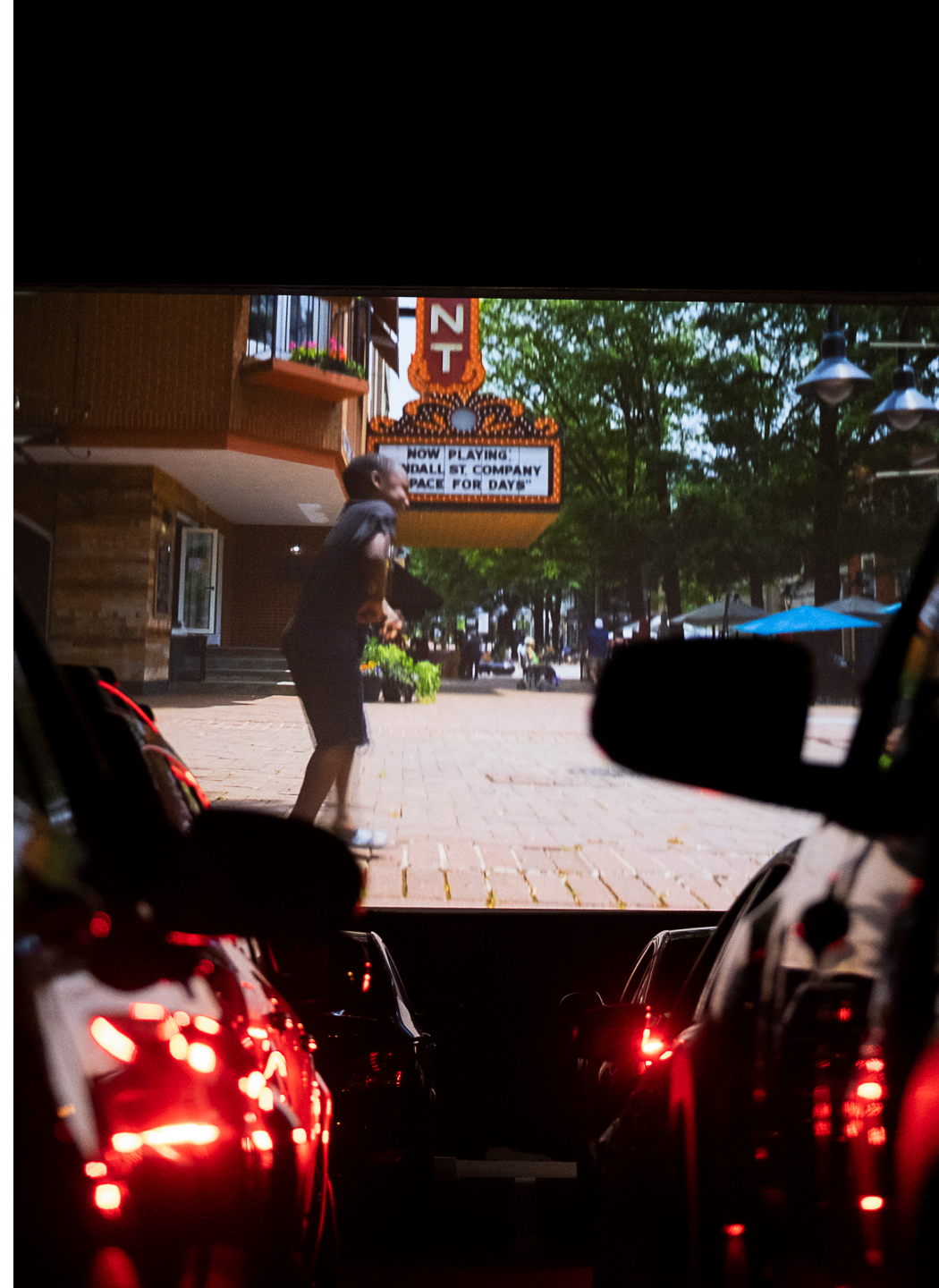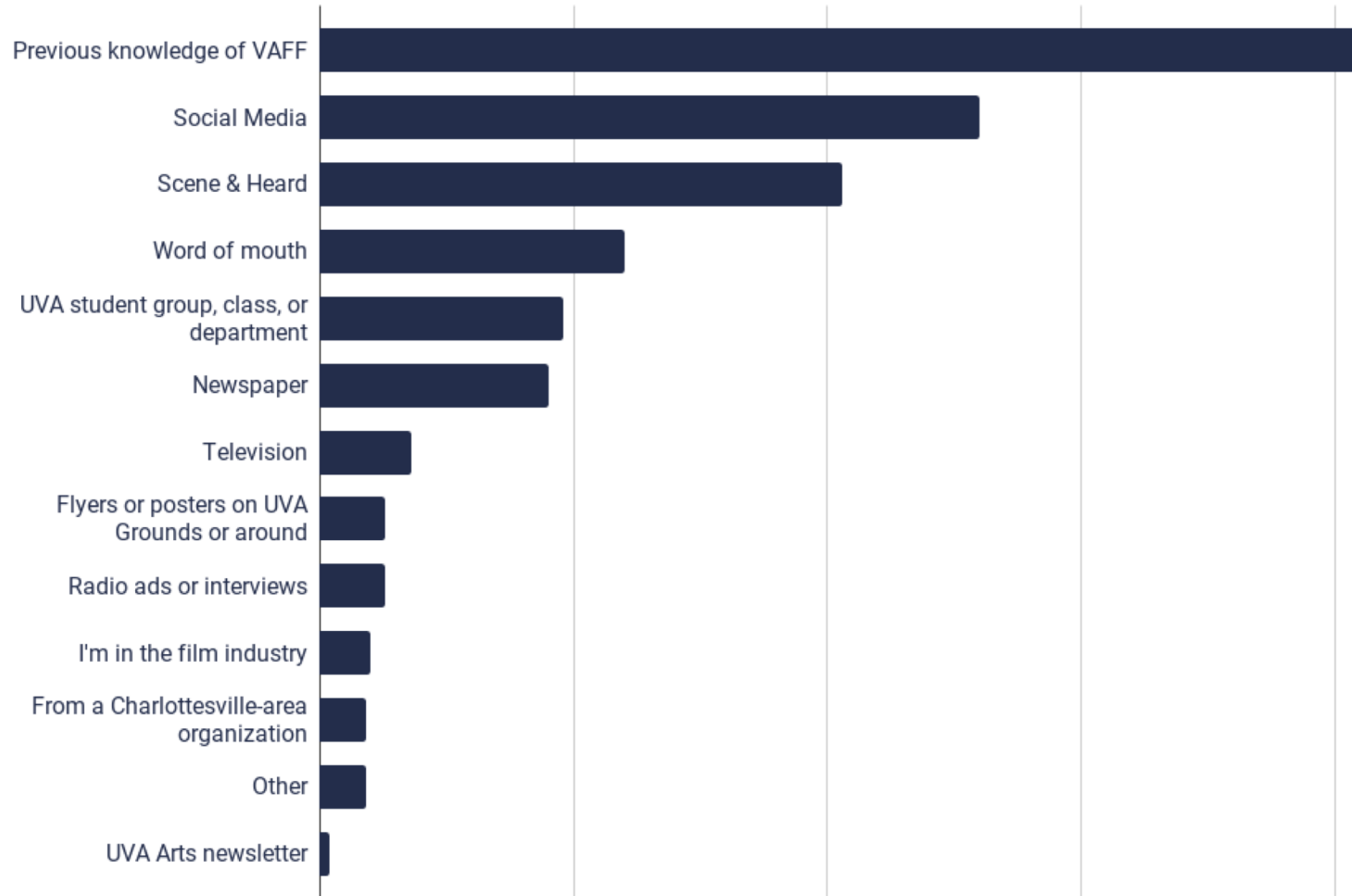| Category	
Previous knowledge of VAFF	
Social Media	
Scene & Heard	
Word of mouth	
UVA student group, class, or department	
Newspaper	
Television	
Flyers or posters on UVA Grounds or around	
Radio ads or interviews	
I'm in the film industry	
From a Charlottesville-area organization	
Other	
UVA Arts newsletter	

Photo by Eze Amos

What did you like best?

Access and to wonderful selection of independent, foreign and documentary films.

Flexibility to watch films on my own schedule.

Availability to movies that would have normally sold out.

Cultural variety of films.

The Drive-In option!

That it happened at all.

Constructive Comments

I would like the drive-in and virtual options to continue during normal festival operations.

A longer viewing window for films would be helpful.

Dairy Market venue has a lot of obstructions and surrounding lights.

Some discussions were too long.

Plenty of critique on the Eventive platform.