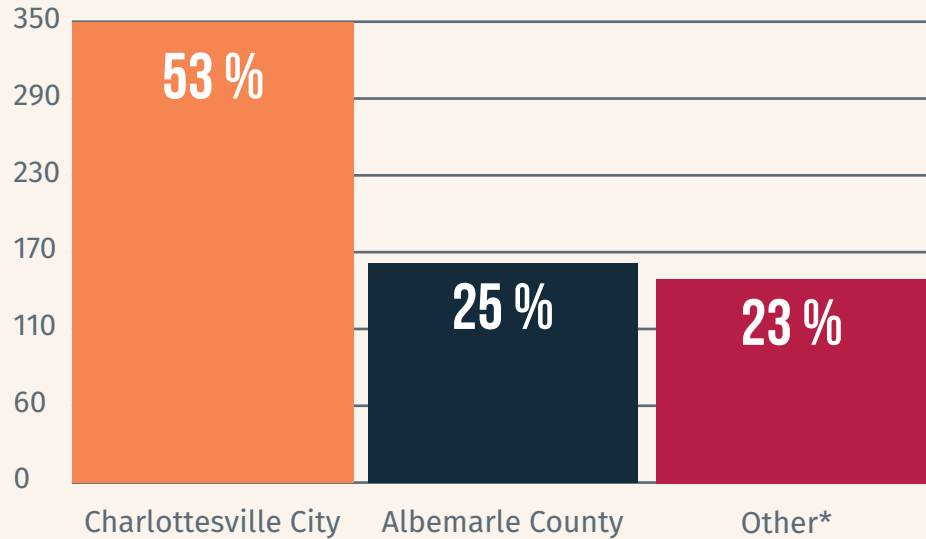


# 2021 VIRGINIA FILM FESTIVAL

## SURVEY WRAP-UP

### Demographics

#### CITY OR COUNTY OF PRIMARY RESIDENCE



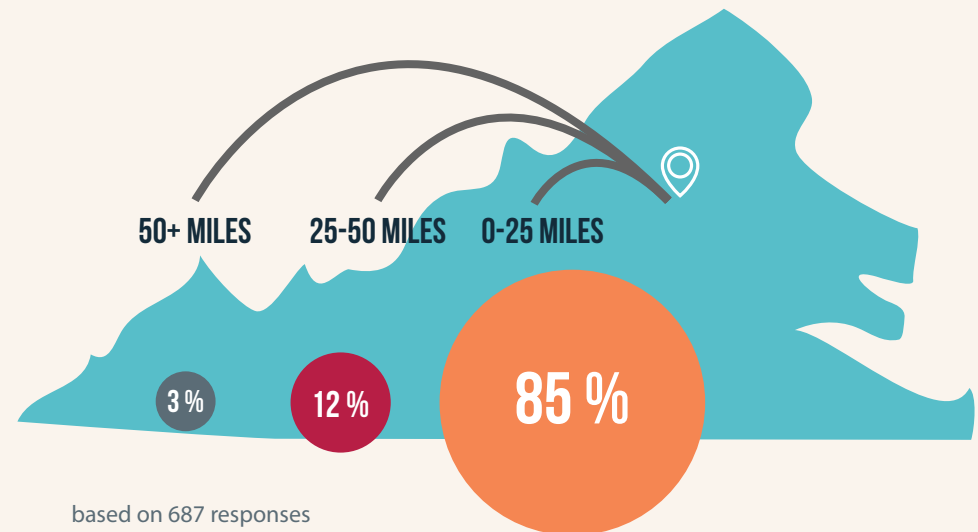
\*Others include: Richmond Area, Northern Virginia, Louisa, Lynchburg, Fluvanna, Greene, Ruckersville, Culpeper, Madison, Virginia Beach, Charlotte, NC

based on 663 responses



### Demographics

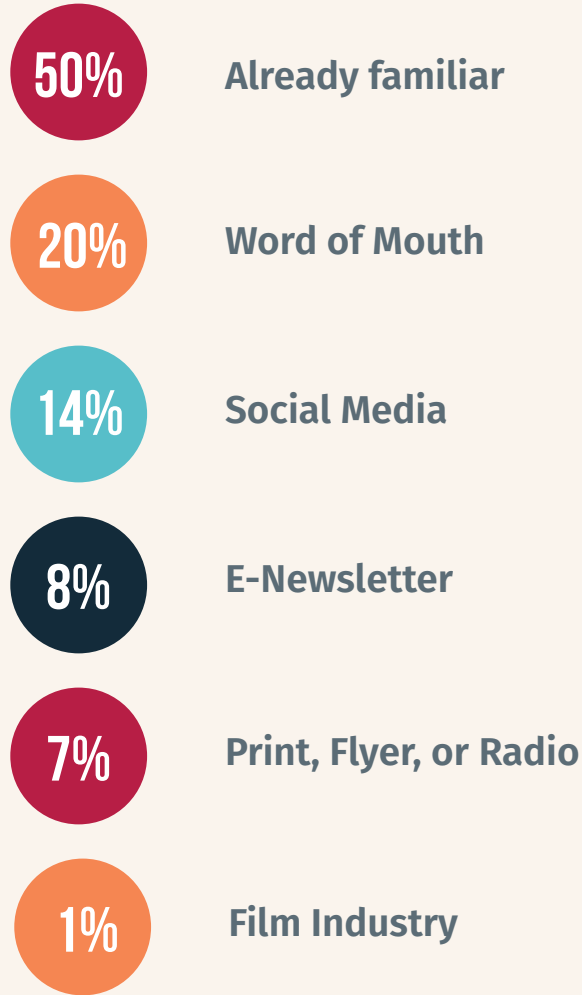
#### HOW FAR DID YOU TRAVEL TO GET TO THE VIRGINIA FILM FESTIVAL



based on 687 responses

COMMUNICATIONS

# HOW DID YOU HEAR ABOUT THE FESTIVAL?



based on 854 responses

ATTENDANCE

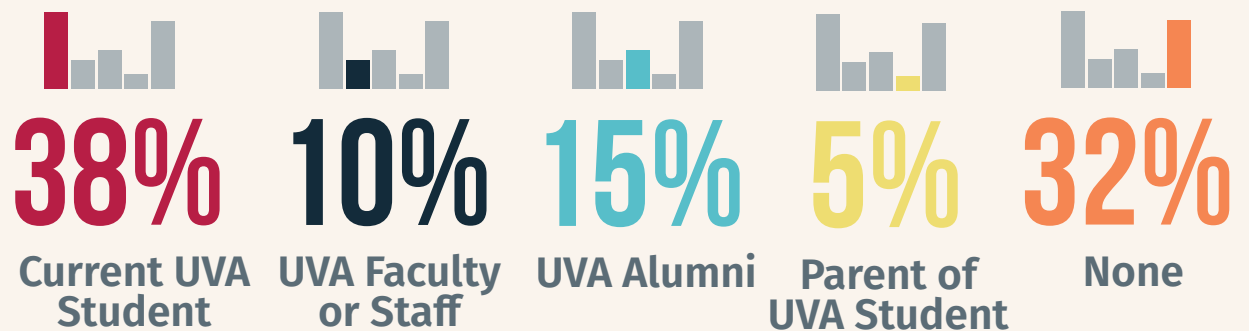
## HOW MANY SCREENINGS/EVENTS DID YOU ATTEND AS AN INDIVIDUAL?



based on 683 responses

ATTENDANCE

## RELATIONSHIP WITH THE UVA COMMUNITY:



based on 713 responses

OPINION

# OVERALL I WAS IMPRESSED BY

Diversity of films in the schedule



Diversity of speakers in the schedule



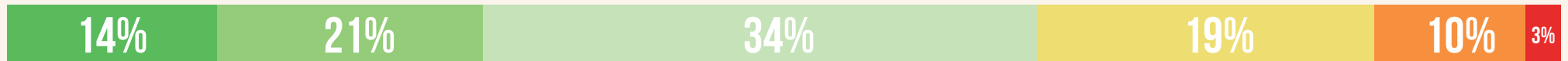
Quality of the films I saw



Quality of the discussions I saw



Diversity of the audience



Location of screening venues



The quality of the screening venues



The overall experience



Strongly Agree Moderately Agree Somewhat Agree Somewhat Disagree Moderately Disagree Strongly Disagree

DEMOGRAPHICS

AGE COMPARISON

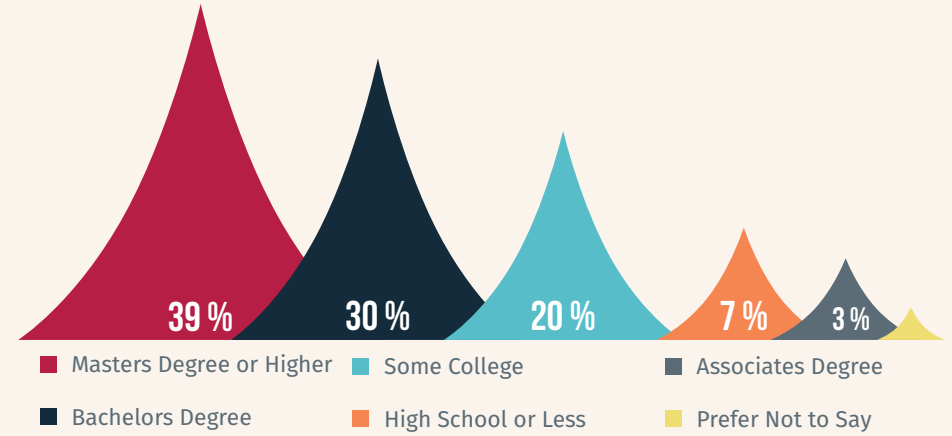


- 18-34 yo, 46%
- 55-74 yo, 33%
- 35-54 yo, 14%
- 75+ yo, 6.5%
- Younger than 18, 0.5%

based on 687 responses

DEMOGRAPHICS

WHAT IS THE HIGHEST DEGREE OR LEVEL OR SCHOOL YOU HAVE COMPLETED?



based on 687 responses

DEMOGRAPHICS

SURVEY TAKERS IDENTIFIED AS:

1/3

OF SURVEY TAKERS

Identify as a member of a historically disenfranchised and/or under-represented group (e.g., based on gender identification, race/ethnicity, religion, sexual orientation, etc.)

based on 683 responses



68% FEMALE WOMAN

30% MALE MAN

1% NON-BINARY

1% PREFER NOT TO SAY

based on 682 responses

ANNUAL HOUSEHOLD INCOME

TWO

Average party size of festival goers.

\$160

Average amount of money spent in the GREATER CVILLE AREA.

\$105

Average amount of money spent on FOOD, DRINK, AND MEALS.

\$14

Average amount of money spent on LOCAL TRANSPORTATION.

\$51

Average amount spent on OVERNIGHT ACCOMMODATIONS.

1.5

Average number of nights staying overnight in the Charlottesville area.



- < \$50k per year (27%)
- \$50-100k per year (27%)
- > \$100k per year (46%)

based on 653 responses



# OPINION

## WHAT DID YOU ENJOY ABOUT THE FESTIVAL?

I really appreciated the diversity in film options.

The in house film experience renewed.

The volunteers are so helpful and friendly.

Broad range of voices and perspectives.

Number of films. More would have put me off.

I loved the venues, especially The Paramount.



## WHAT WOULD MAKE THE FESTIVAL BETTER?

Website navigation feels a little clunky.

More movies on UVA Grounds.

Not being on Halloween weekend.

Smoother will-call process.

More discussion!

Captions for every film.

