



2022 VIRGINIA FILM FESTIVAL SURVEY WRAP-UP

BY THE NUMBERS

\$150,464

Total Ticket Sales

17,292

Total attendances

16,560

Number of tickets
distributed

2,046

Number of Art\$ tickets
distributed

28

Number of Sold Out
Events

119

Number of Films

72

Number of Industry
Guests

42

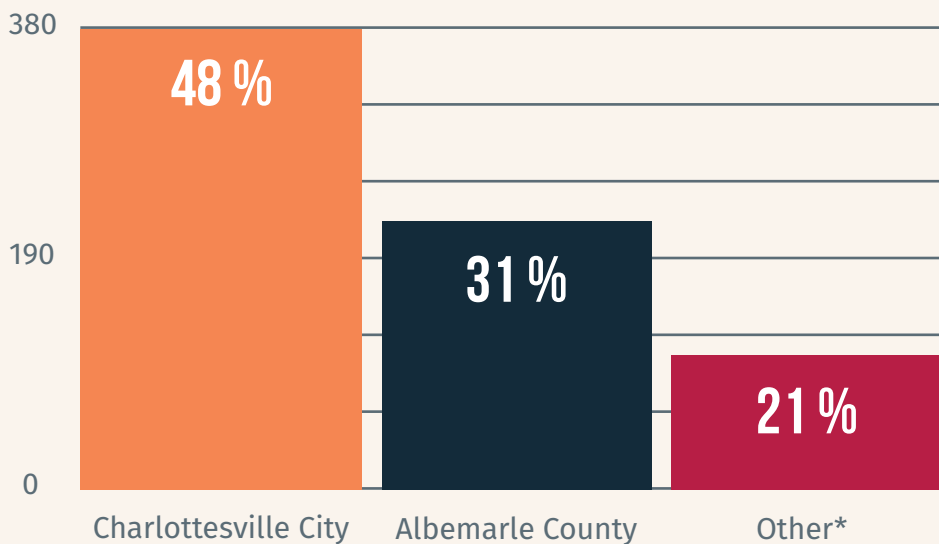
Number of Discussants

6,273

Number of Audience
Award Votes

Demographics

CITY OR COUNTY OF PRIMARY RESIDENCE



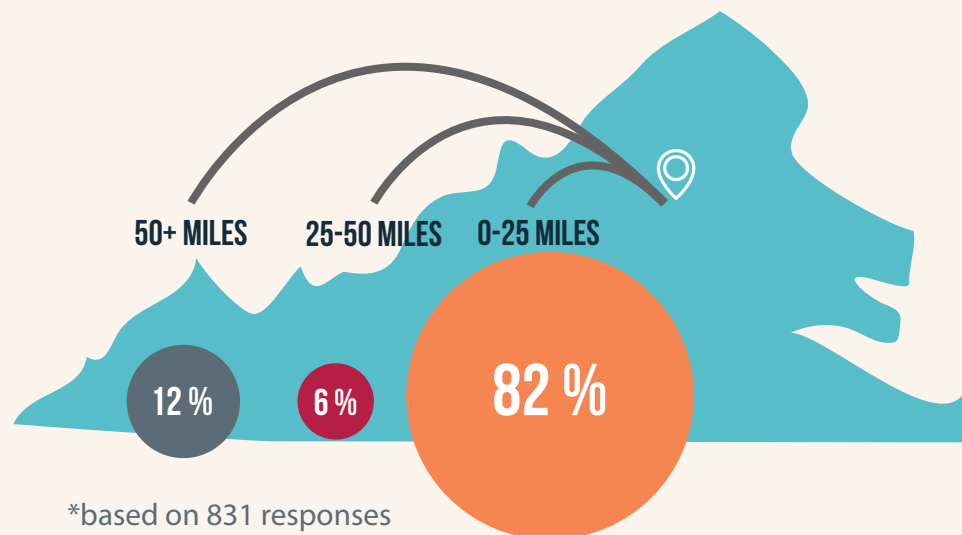
*Others include: Surrounding Central Virginia Counties, Richmond Area, Northern Virginia, Lynchburg, Staunton, Virginia Beach, Charlotte, NC, Alabama

*based on 799 responses



Demographics

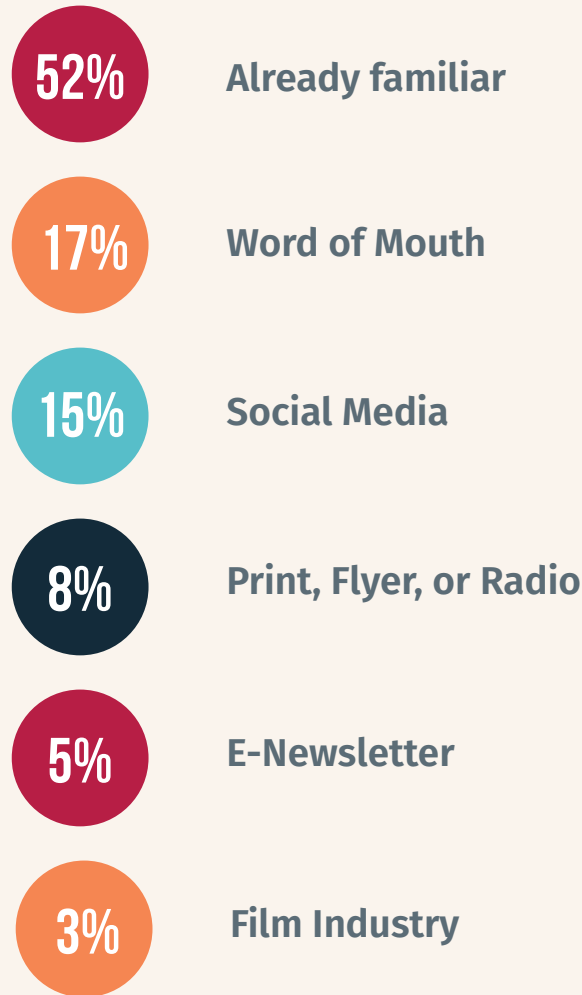
HOW FAR DID YOU TRAVEL?



*based on 831 responses

COMMUNICATIONS

HOW DID YOU HEAR ABOUT THE FESTIVAL?



*based on 1033 responses (survey takers could choose multiple responses)

ATTENDANCE

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

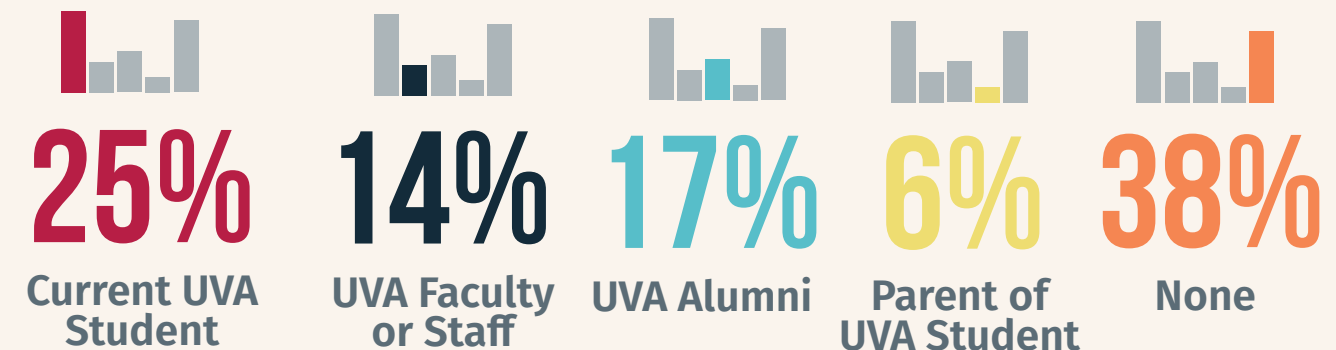


*based on 834 responses

AVERAGE ATTENDANCE 3.53

ATTENDANCE

RELATIONSHIP WITH THE UVA COMMUNITY:



*based on 873 responses

OVERALL I WAS IMPRESSED BY

Diversity of films in the schedule



Diversity of speakers in the schedule



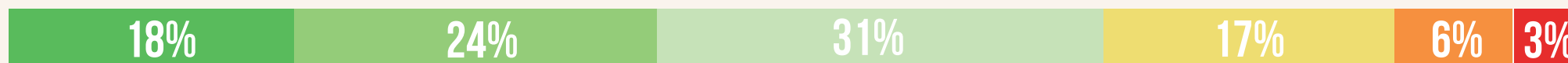
Quality of the films I saw



Quality of the discussions I saw



Diversity of the audience



Location of screening venues



The quality of the screening venues



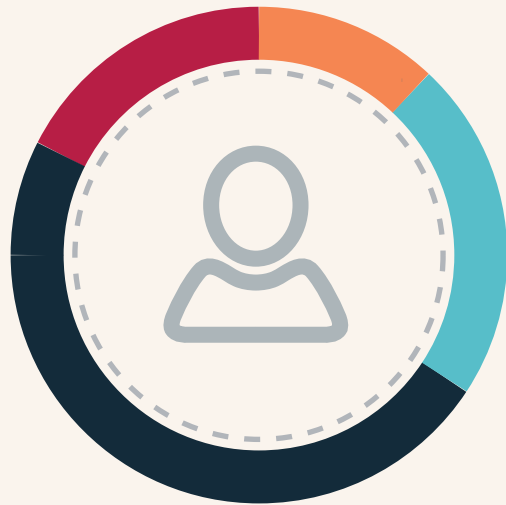
The overall experience



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

DEMOGRAPHICS

AGE COMPARISON

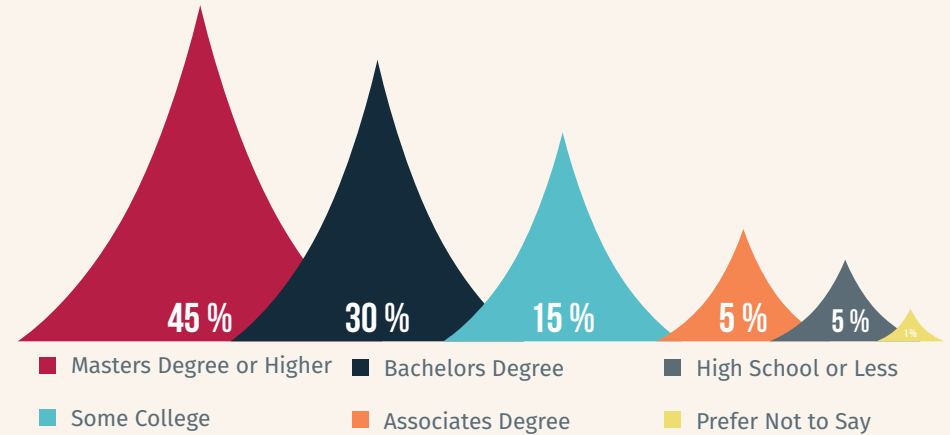


- 18-34 yo, 37%
- 35-54 yo, 13%
- 55-74 yo, 40%
- 75+ yo, 9.5%
- Younger than 18, 0.5%

*based on 833 responses

DEMOGRAPHICS

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



*based on 832 responses

DEMOGRAPHICS

SURVEY TAKERS IDENTIFIED AS:

28%

OF SURVEY TAKERS

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

*based on 828 responses



65% FEMALE WOMAN

33% MALE MAN

.5% NON-BINARY OTHER

1.5% PREFER NOT TO SAY

*based on 835 responses

2

Average party size of festival goers.

\$191

Average amount of money spent in the GREATER CVILLE AREA.

\$25

Average amount spent on transportation in the GREATER CVILLE AREA

\$62

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

DEMOGRAPHICS

ANNUAL HOUSEHOLD INCOME



< \$50k per year (22%)

> \$100k per year (32%)

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

*based on 776 responses



WHAT DID YOU ENJOY ABOUT THE FESTIVAL?

TOP 3

1. Quality, diversity, and selection of films
2. Friendly and festive atmosphere
3. Wonderful venues

OTHERS

- Meeting other film-lovers
- Post-film discussions
- Sense of community
- Great staff
- Scheduling of films
- Film Festival website setup

WHAT WOULD MAKE THE FILM FESTIVAL BETTER?

GUESTS/SPEAKERS/EVENTS

More post-film discussion

More educational opportunities

E.g., analysis of a scene or background lecture on movie or genre that is playing

ADVERTISING/MARKETING

Better ads/PR to students

PROGRAMMING

Would love to see more animated films, sci-fi, fantasy, and thrillers/horror

More emphasis on lost nuggets of old cinema

WHAT WOULD MAKE THE FILM FESTIVAL BETTER? (CONT.)

VENUE

Paramount sound system was mushy. Dialogue was overpowered by the music

VOTING

A 5 star scale to allow for nuance

Did not like having to wait in line to vote

More kiosks for voting, or alternative ways for doing so

TICKETS

Make it more clear whether tickets could be bought at the door

Lower ticket prices

Clarify free UVA student ticket process