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**

- **Charlottesville City**: 48%
- **Albemarle County**: 31%
- **Other***: 21%

*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?**

- **50+ MILES**: 12%
- **25-50 MILES**: 6%
- **0-25 MILES**: 82%

*based on 831 responses
**Communications**

**How did you hear about the festival?**

- **Already familiar**: 52%
- **Word of Mouth**: 17%
- **Social Media**: 15%
- **Print, Flyer, or Radio**: 8%
- **E-Newsletter**: 5%
- **Film Industry**: 3%

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

**Attendance**

**How many screenings/events did you attend as an individual?**

- **1-3**: 61%
- **4-6**: 25%
- **7-9**: 8%
- **10+**: 6%

*Based on 834 responses*

**Average attendance**: 3.53

**Attendance relationship with the UVA community:**

- **Current UVA Student**: 25%
- **UVA Faculty or Staff**: 14%
- **UVA Alumni**: 17%
- **Parent of UVA Student**: 6%
- **None**: 38%

*Based on 873 responses*
OPINION

OVERALL I WAS IMPRESSED BY

Diversity of films in the schedule
- Strongly Agree: 56%
- Somewhat Agree: 34%
- Somewhat Disagree: 8%
- Strongly Disagree: 2%
- Total: 90%

Diversity of speakers in the schedule
- Strongly Agree: 36%
- Somewhat Agree: 43%
- Somewhat Disagree: 17%
- Strongly Disagree: 2%
- Total: 96%

Quality of the films I saw
- Strongly Agree: 62%
- Somewhat Agree: 28%
- Somewhat Disagree: 8%
- Strongly Disagree: 2%
- Total: 98%

Quality of the discussions I saw
- Strongly Agree: 42%
- Somewhat Agree: 34%
- Somewhat Disagree: 17%
- Strongly Disagree: 3%
- Total: 96%

Diversity of the audience
- Strongly Agree: 18%
- Somewhat Agree: 24%
- Somewhat Disagree: 31%
- Somewhat Disagree: 17%
- Total: 96%

Location of screening venues
- Strongly Agree: 61%
- Somewhat Agree: 30%
- Somewhat Disagree: 6%
- Strongly Disagree: 2%
- Total: 99%

The quality of the screening venues
- Strongly Agree: 63%
- Somewhat Agree: 29%
- Somewhat Disagree: 6%
- Strongly Disagree: 1%
- Total: 99%

The overall experience
- Strongly Agree: 65%
- Somewhat Agree: 28%
- Somewhat Disagree: 4%
- Strongly Disagree: 1%
- Total: 98%

*based on avg 817 responses
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?

- Masters Degree or Higher, 45%
- Bachelors Degree, 30%
- Associates Degree, 15%
- High School or Less, 5%
- Some College, 5%
- Prefer Not to Say, 1%

*based on 832 responses

DEMOGRAPHICS
SURVEY TAKERS IDENTIFIED AS:

- 65% Female
- 33% Male
- 0.5% Non-Binary
- 1.5% Prefer Not to Say

28% 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 828 responses

*based on 835 responses
Average party size of festival goers.

Average amount of money spent in the GREATER CVILLE AREA.

Average amount spent on transportation in the GREATER CVILLE AREA.

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

< $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