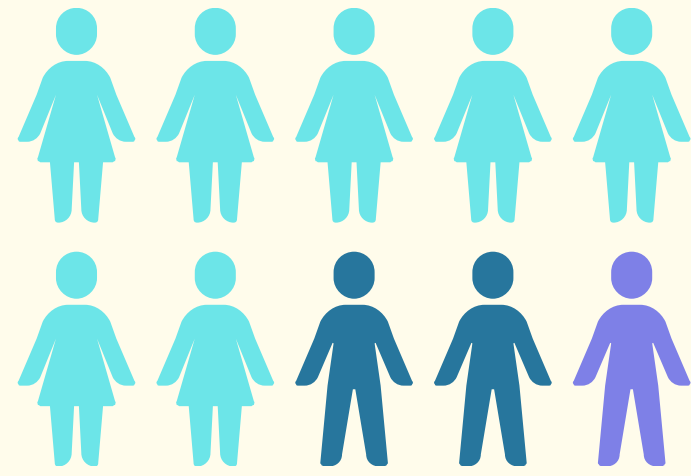


2023

VIRGINIA FILM FESTIVAL
AUDIENCE SURVEY
WRAP-UP

VA
FF

GENDER

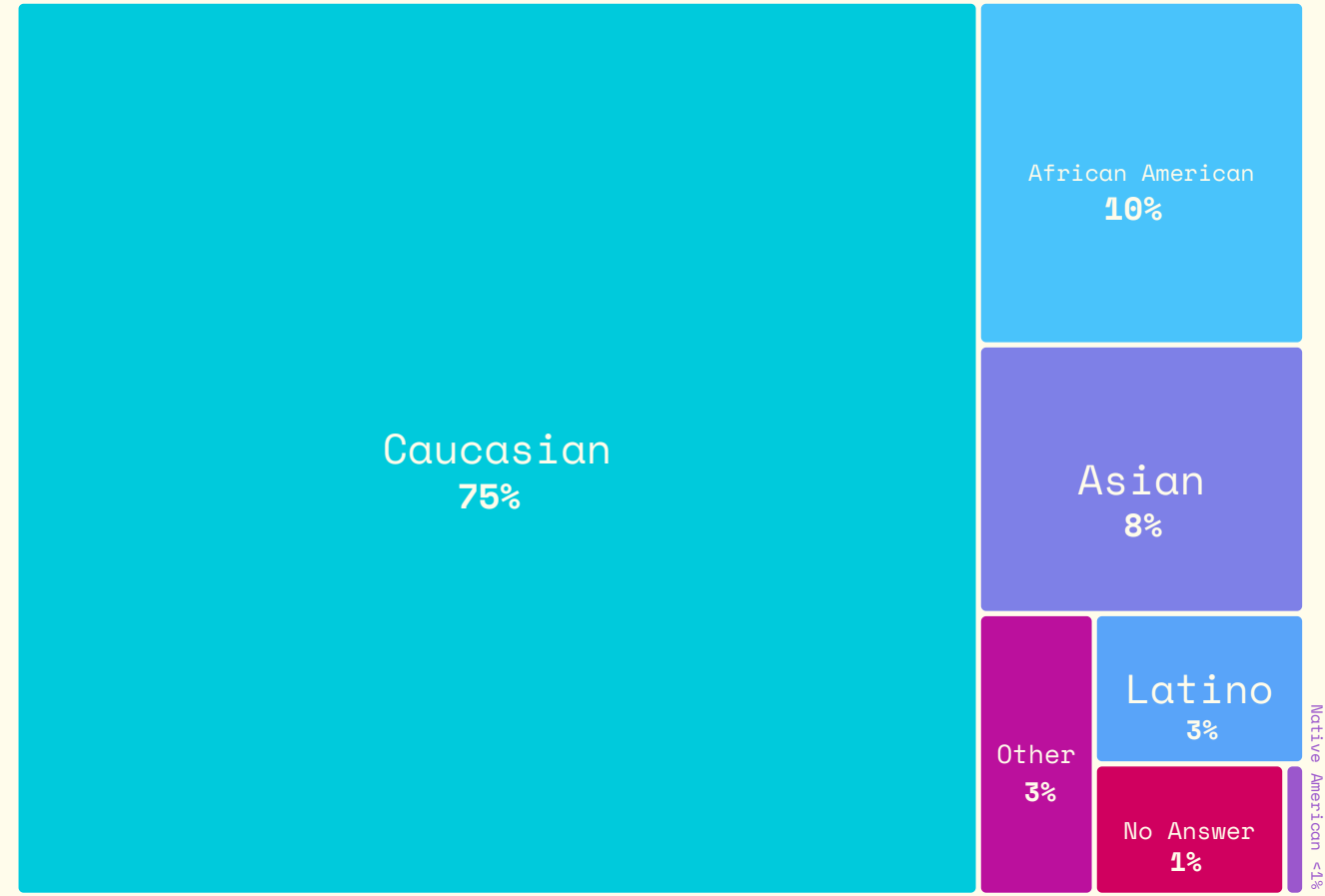


68% Female
31% Male
1% Non-Binary

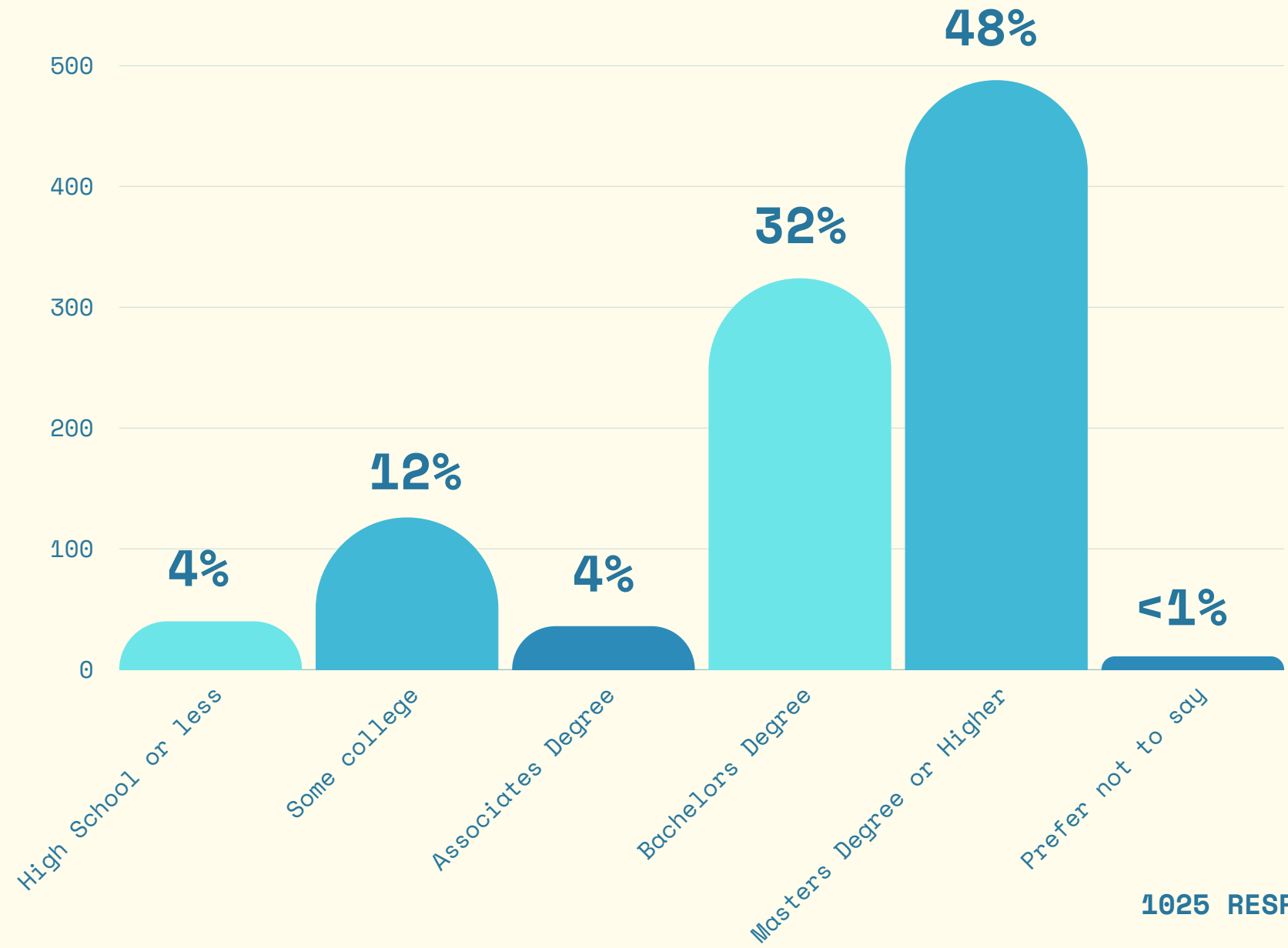
1026 RESPONSES

ETHNICITY

1025 RESPONSES

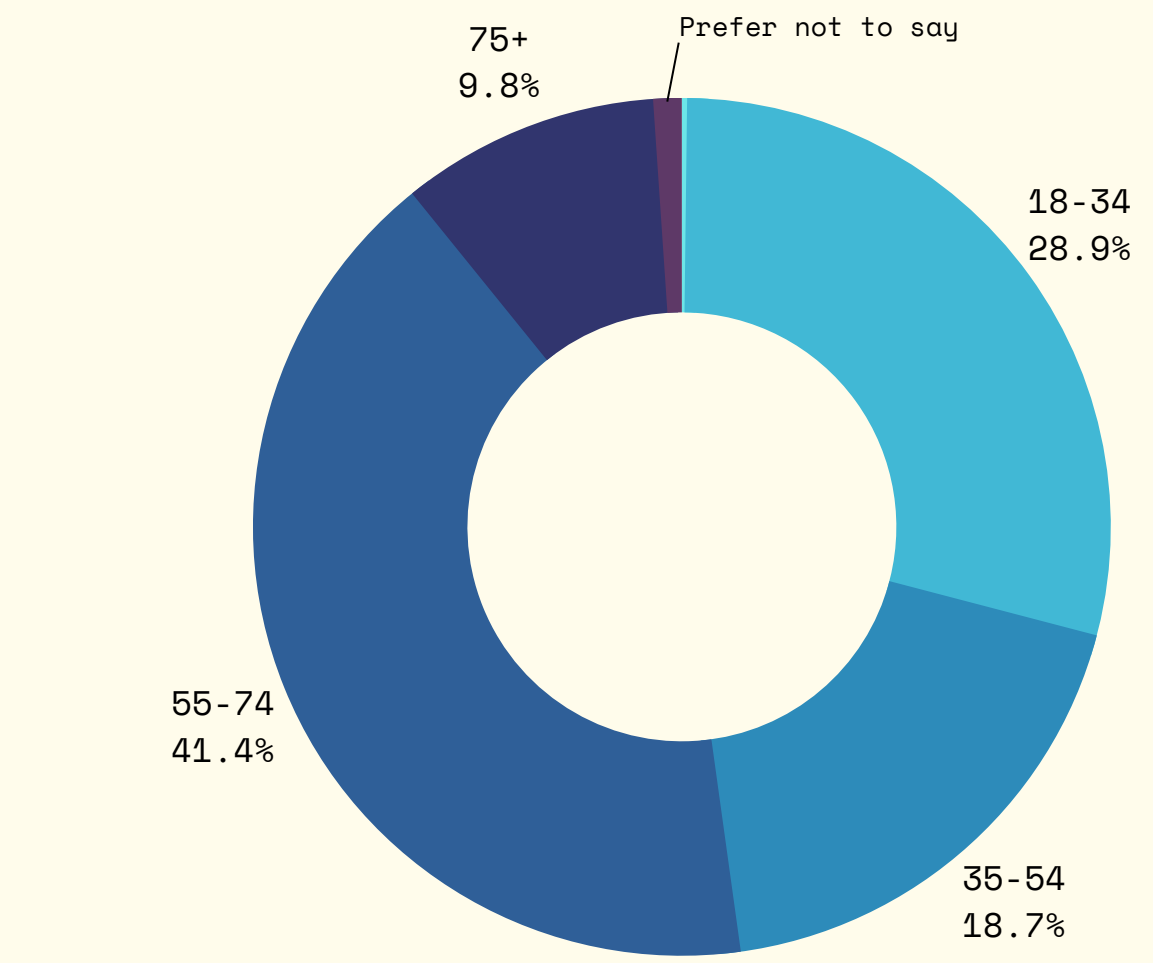


EDUCATION



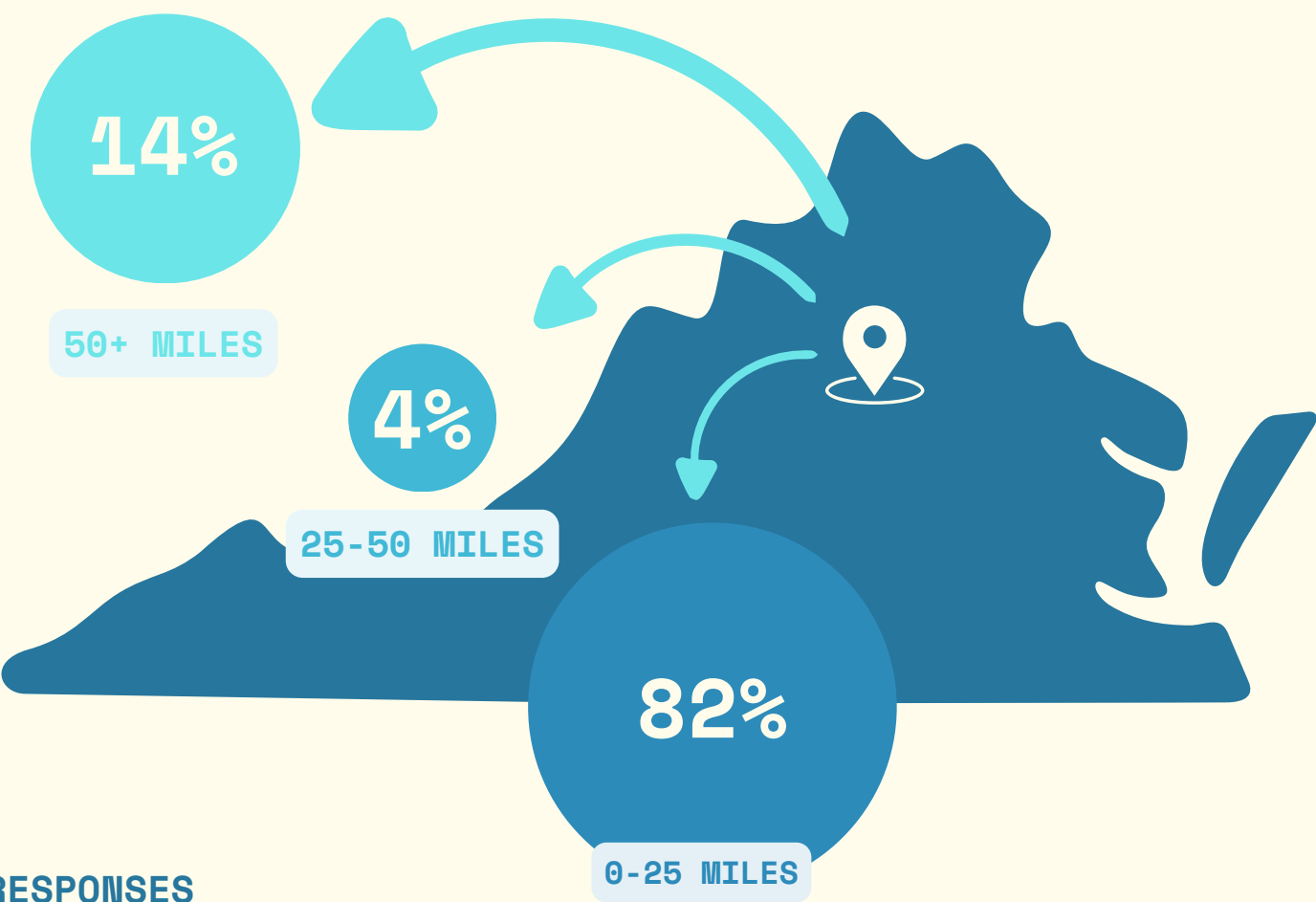
1025 RESPONSES

AGE



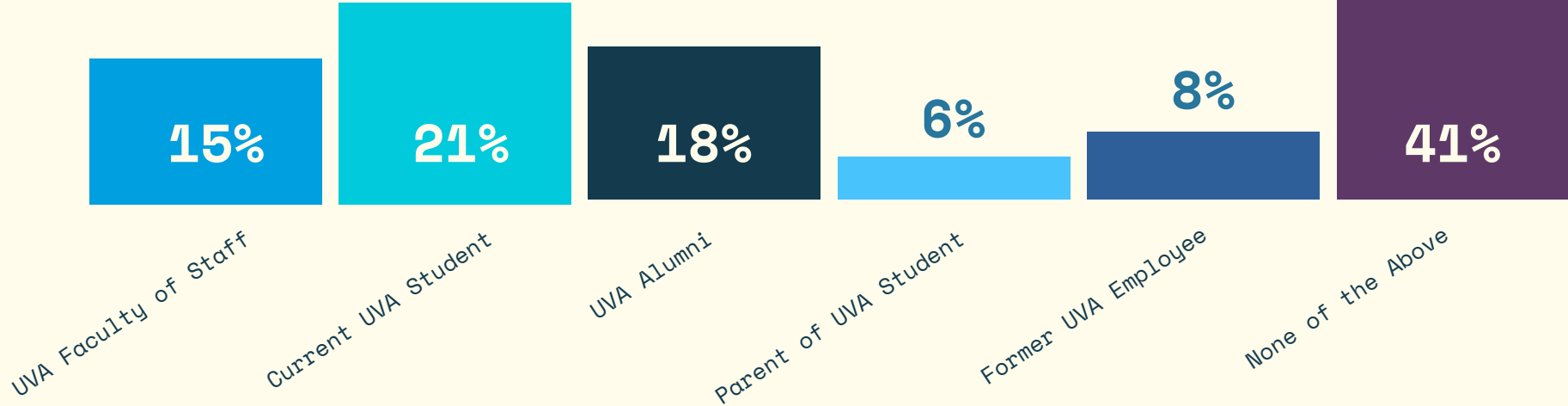
1025 RESPONSES

HOW FAR DID YOU TRAVEL?

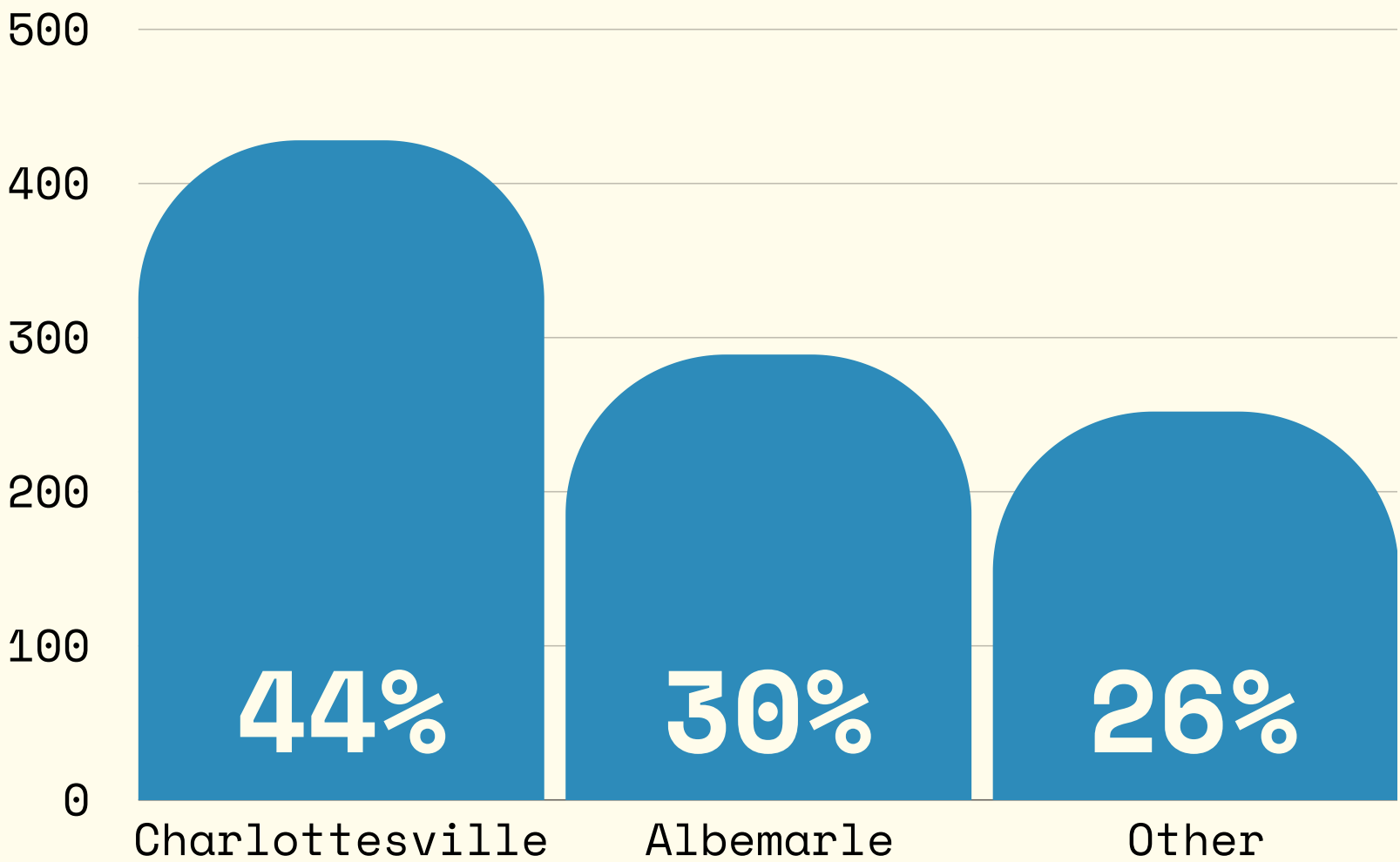


RELATION TO UVA

1106 RESPONSES



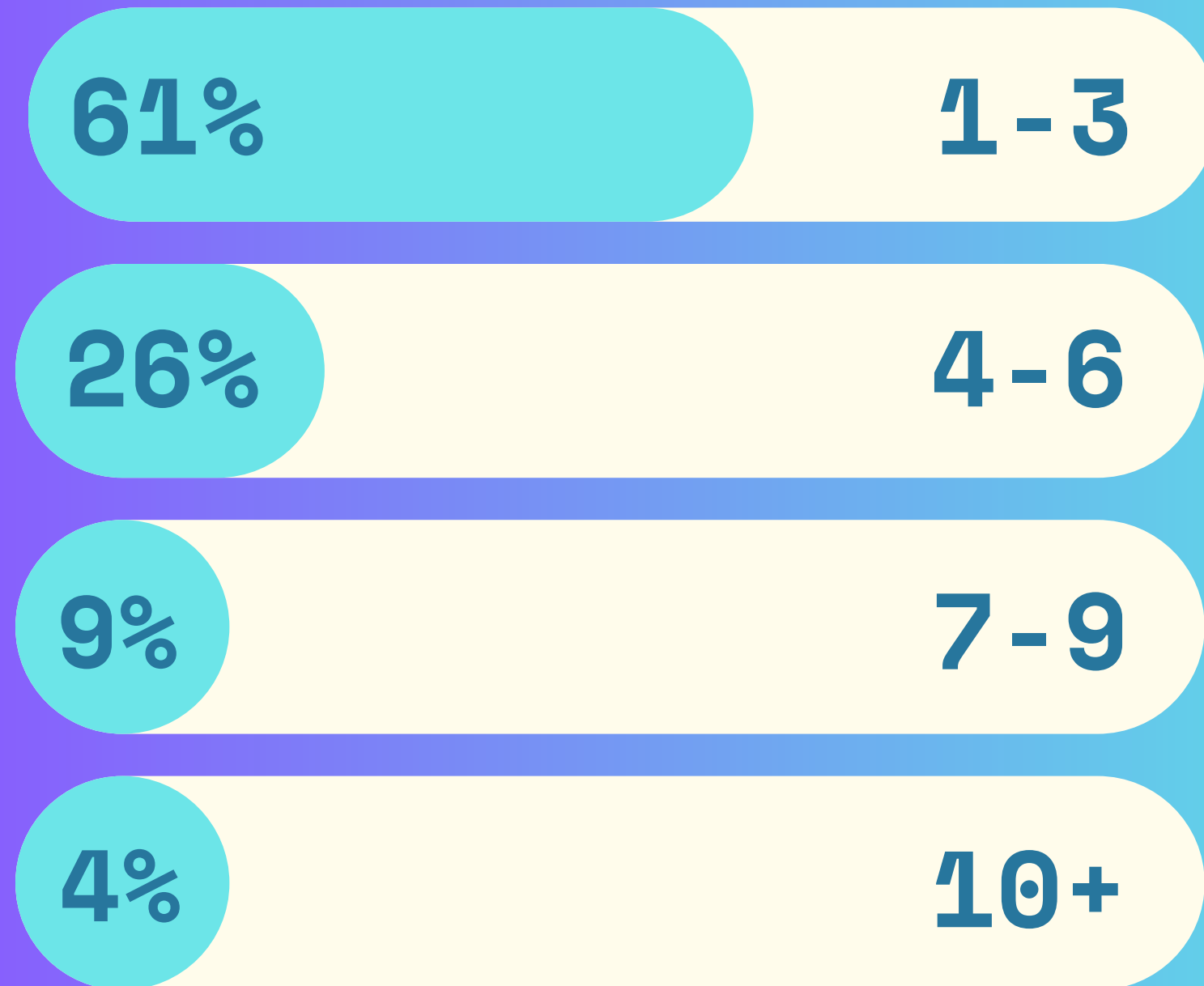
PRIMARY RESIDENCE



Central VA, Northern VA, Eastern VA, Maryland, California, Mexico, Canada

969 RESPONSES

HOW MANY SCREENINGS DID YOU ATTEND?

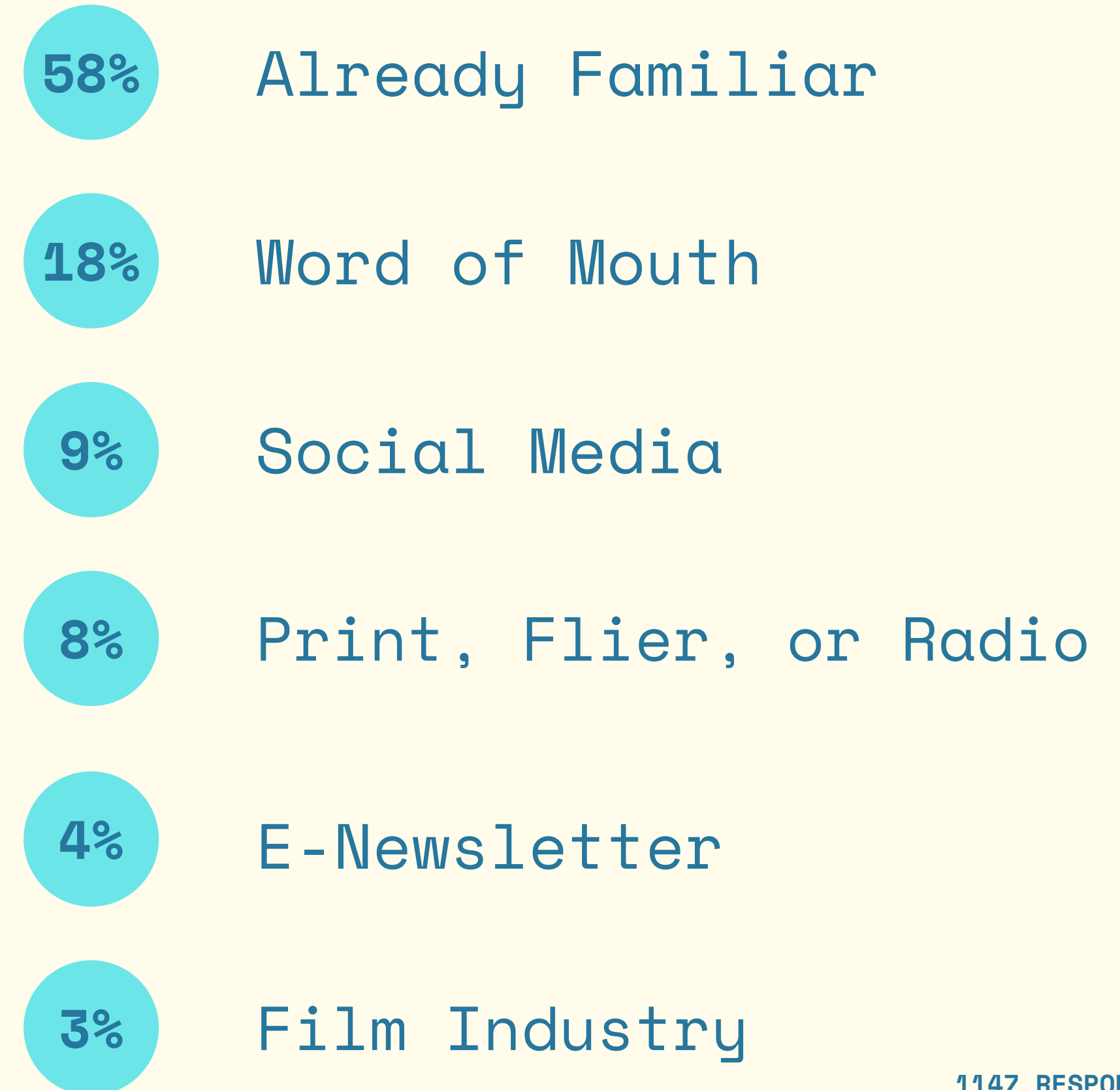


1002 RESPONSES

3.1

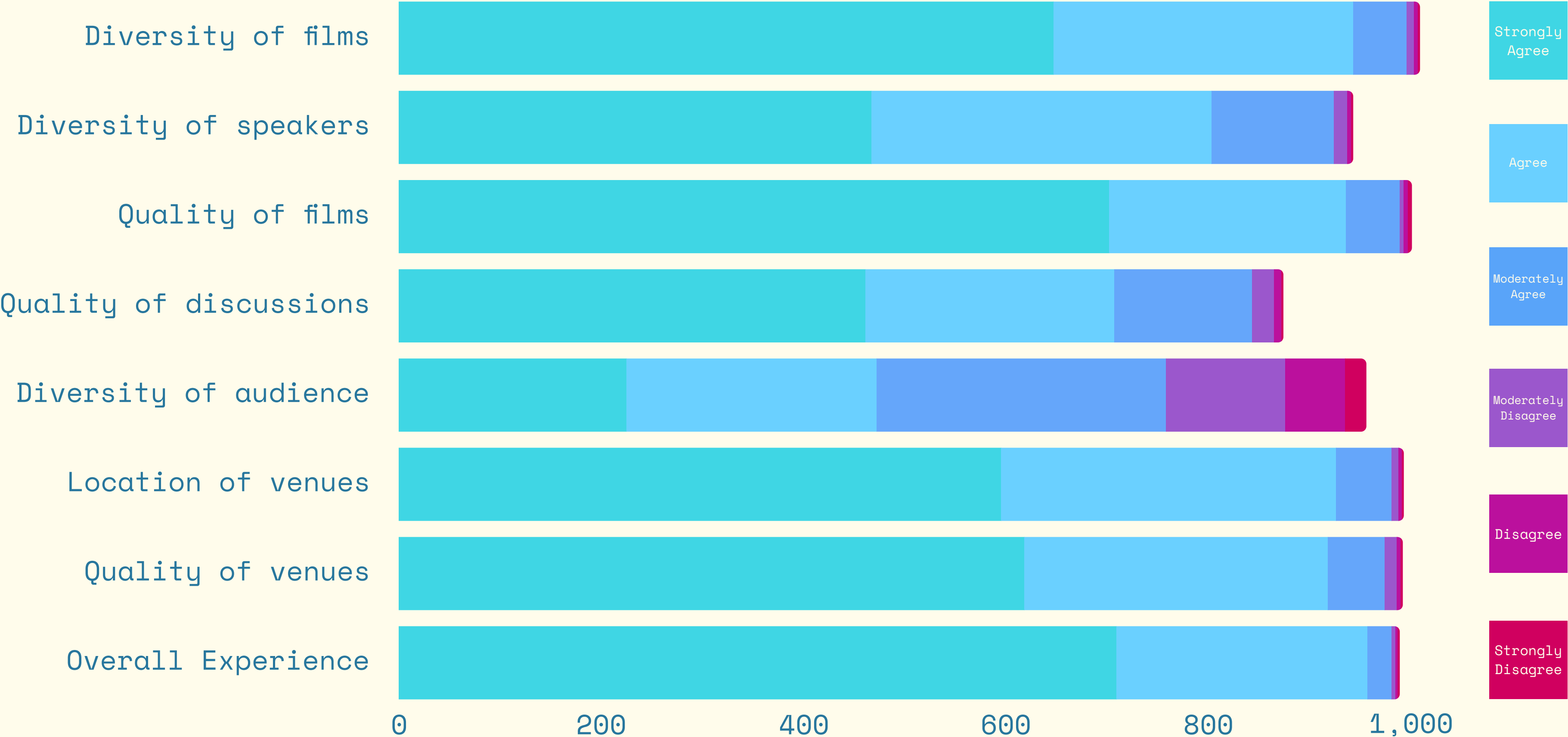
Average Number of Events Attended

HOW DID YOU HEAR ABOUT THE FESTIVAL?



1147 RESPONSES

OVERALL I WAS IMPRESSED BY THE...



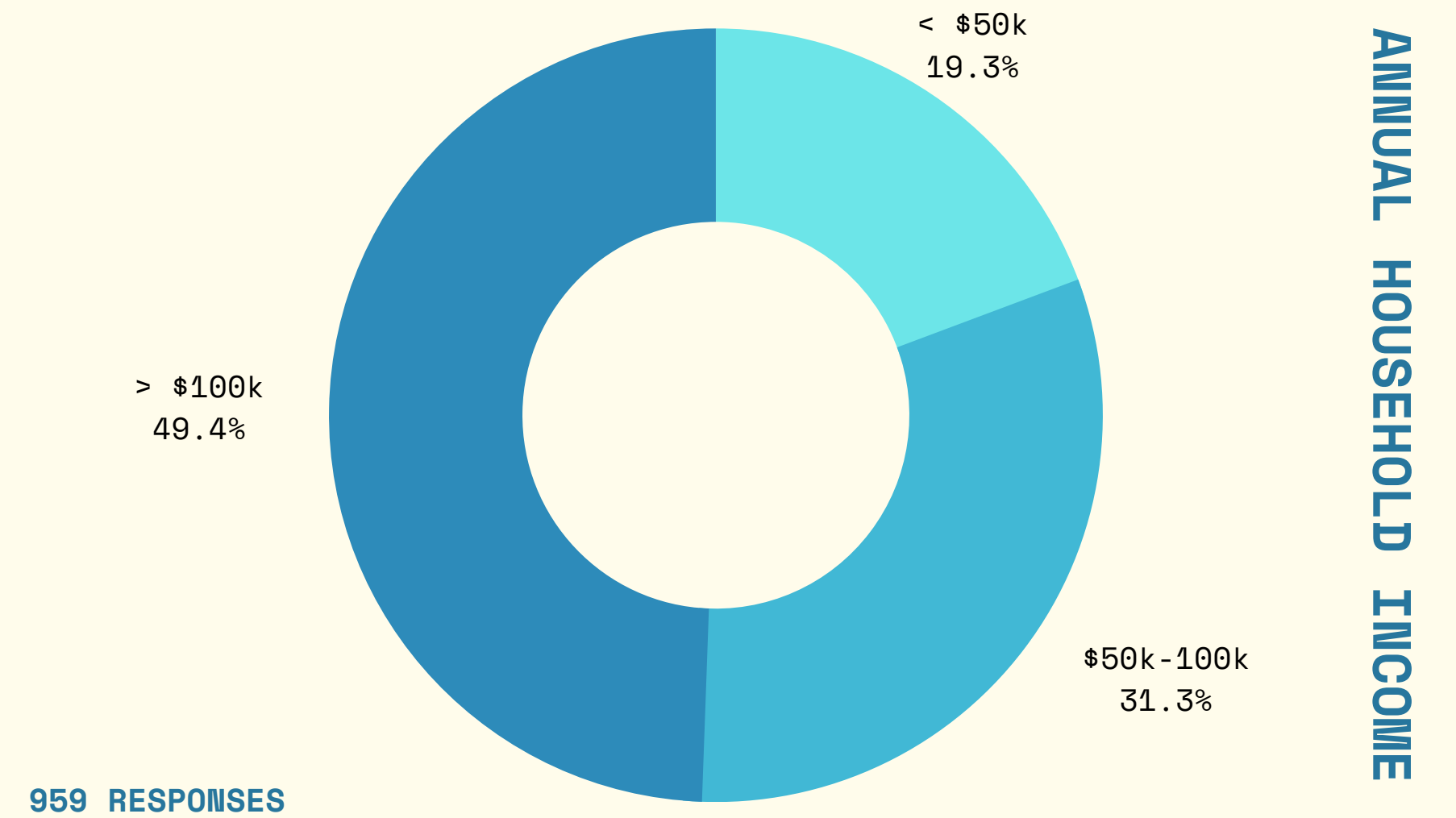


\$126
Average spent on food/drink
757 RESPONSES

\$219
Spent in Greater Cville
867 RESPONSES

1.83
Average party size of
festival goers
968 RESPONSES

1.57
Average number of nights
staying in Cville area
585 RESPONSES



WHAT DID YOU ENJOY ABOUT THE FESTIVAL?

TOP 3

- Excellently curated slate of films.
- Quality of the screening venues.
- Helpful and friendly volunteers.

OTHER

- Being in a room full of people who were all sharing an experience.
- The energy around closing night at the Paramount.

“I’ve attended and worked numerous film festivals and this was one of the best. Management of crowds, number of volunteers and films/speakers.”

WHAT WOULD MAKE THE FESTIVAL BETTER?

Discussions

- More panel discussions with film scholars rather than reporters.
- More concise moderation in discussions. Let the guests talk more!

Programming

- More programming for younger audiences
- More films on grounds.

Voting

- Clearer explanation on voting - some thought that it was for their overall favorite, not opinion on each film.
- More voting booths in the lobbies

WHAT WOULD MAKE THE FESTIVAL BETTER? (CONT.)

Production

- The sound at paramount was inconsistent.
- Suggesting Open Captions for all films at Paramount.

Other

- Bring back the merch!
- Parking downtown during such a busy weekend was tight.
- Not overlapping with Halloween.
- Better promotion of dates prior to program announce.





VIRGINIA FILM FESTIVAL

A PROGRAM OF THE UNIVERSITY OF VIRGINIA