

FESTIVAL ATTENDANCE DEMOGRAPHICS 2010

PORT TOWNSEND FILM FESTIVAL

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To assist you to better understand our dedicated and enthusiastic audience and to provide some information as to how to better place your sponsorship, the following overview is provided. This is the result of last years' survey of all attendees, volunteers and other guests. The other side of this paper provides a more detailed accounting. Here are the numbers from 2010:



PORTRAIT – The Port Townsend Film Festival audience is affluent, mature, and comprised of dedicated film lovers who appreciate businesses that support the festival. They attend the festival by purchasing a pass, an advance or rush ticket, or as a volunteers. We experienced fantastic weather this past festival and also more surveys returned than in recent years.

- ♦ 60% have incomes greater than \$50,000 and of that number 15% have incomes greater than \$100,000.
- ♦ 84% are at least 45 years of age.
- ♦ 88% have college or advanced degrees.
- ♦ 57% eat in restaurants 1-2 times/week and 45% vacation or travel 1-2 times/year.
- ♦ Of our attendees who filled out our survey 71% were female.
- ♦ 76% have attended the festival in the past, 27% of them attending all ten years!
- ♦ 87% of attendees are more likely to support festival sponsors.
- ♦ 99% plan on returning to the 2010 Port Townsend Film Festival.

VISITORS – Attendance from visitors residing outside Jefferson County continues to remain steady. Our 2010 visiting audience responded to our radio advertising and out-of-county promotional efforts, with 34% coming from outside of Jefferson County.

- ♦ 66% of visitors stayed three or more nights (*up 21%!*).
- ♦ *And 87% confessed to exploring other events and attractions while they were here (up 30%!).*

FREQUENCY OF EXPOSURE TO YOUR MESSAGE –

- ♦ Over 2,500 attendees for pre-film sponsor trailers and announcements: we filled over 6,000 seats.
- ♦ Over 7,500 pass brochures & 5,000 programs were distributed carrying sponsor & advertisers messages.
- ♦ Posters blanketed the I-5 corridor and other areas within a two-hour driving range of Port Townsend.
- ♦ Display ads in *Gateway to the Olympic Peninsula*, *Seattle International Film Festival* with an exposure to over 120,000 folks
- ♦ *In addition* – PTFF is linked to the subscribers of the Seattle International Film Festival, Women-In-Film, Ashland Film Independent Festival, Sedona International Film Festival and San Francisco International Film Festival.

(See other side for “A Portrait by the numbers” →)

2010 A PORTRAIT BY THE NUMBERS

More surveys were returned this last festival than in the prior six festivals! While some respondents left some items blank, all percentages are based upon the numbers responding to the question, not the total numbers of surveys submitted.

Number of movies watched?	
1 to 2	7.6 %
3 to 5	26.5 %
6 to 8	25.8%
9 to 10	15.2 %
11+	25 %
Do you plan to attend the Festival next year?	
Yes	99.2%
No	.8%
Maybe	0%
Are you more likely to support businesses that are Festival sponsors?	
Yes	86.2 %
No	13.8 %
Maybe	0%
Would you be interested in year-round programs	
Yes	75.7%
No	24.3%
Maybe	0%
Visitors: Number of nights stayed in Port Townsend for the festival?	
One	15.6%
Two	18.8%
Three	31.3%
Four	15.6%
Five	3.1%
Six +	15.6%
Average	3 ½ day visit
Visitors: Exploration of other local events/attractions or shop while here?	
Yes	80 %
No	20 %

Attendees: Eating at local restaurants	
Yes	62%
No	38%
Age of attendees	
Under 17	0%
18 to 24	.8%
25 to 44	7.5%
45 to 64	56.7%
Over 65	35%
Income	
Less than \$15,000	2.9%
\$15,000 to \$29,999	20.4%
\$30,000 to \$49,999	17.5%
\$50,000 to \$74,999	31.1%
\$75,000 to \$99,999	13.6%
More than \$100,000	14.6%
Education	
High School / Technical School	12.3%
College Graduate	46.7%
Advanced Degree	41%
Place of residence	
Port Townsend	68 %
Jefferson County	7 %
Olympic/Kitsap Peninsula	4.8%
Seattle Area	11.2 %
Tacoma / Olympia	.5%
Along I-5 corridor	1.6%
Elsewhere in Washington State	4%
Out of State	4%
Out of U.S.	.5%