

PORT TOWNSEND FILM FESTIVAL

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PORTRAIT – The Port Townsend Film Festival audience is affluent, mature, and comprised of dedicated film lovers who appreciate businesses that support the festival. They attended the festival by purchasing a pass, an advance or rush ticket, or as a volunteers. Of those responding to questions on our survey —

- ♦ 81% are at least 45 years of age.
- ♦ 54% have incomes greater than \$50,000 and 34% have incomes greater than \$75,000.
- ♦ 40% saw six or more films.
- ♦ 85% of attendees are more likely to support festival sponsors.
- ♦ 98% plan on returning in 2007 while one-third has attended all seven festivals.

VISITORS – Attendance from visitors residing outside Jefferson County continues remain steady. Our 2006 visiting audience responded to our radio advertising and out-of-county promotional efforts as well as the new option to purchase advance tickets at the Broughton Theatre.

- ♦ 35% visit from outside of Jefferson County.
- ♦ 45% of visitors stayed three or more nights.
- ♦ 87% of visitors explored local events and attractions or shopped while they were here.

RESIDENCY

Port Townsend	58%
Jefferson County	7%
Olympic Peninsula	5%
Washington State	15%
Out of WA State	12%
Out of U.S.	1%

AGE

Under 17	3%
18 to 24	3%
25 to 44	13%
45 to 64	55%
Over 65	26%

INCOME

Less than \$15,000	15%
\$15,000 to \$29,999	11%
\$30,000 to \$49,999	20%
\$50,000 to \$74,999	20%
\$75,000 to \$99,999	14%
More than \$100,000	20%

EDUCATION

Elementary School	2%
High School/GED	11%
College Graduate	44%
Advanced Degree	43%