



## INTERIM DEMOGRAPHICS and FACTS & FIGURES – 2011 VIFF

*“Vancouver’s recognized specialties, like new Asian film, documentary, and Canadian features, nicely counterbalance ... the latest in top-drawer films of all sorts. A user-friendly festival in an exceptionally welcoming and picturesque city, Vancouver remains a magnet for us and hundreds of other cinephiles.”* – David Bordwell, film theorist, film critic and author; www.davidbordwell.net.

<b>30<sup>th</sup> Vancouver International Film Festival (VIFF) – September 29 – October 14, 2011</b>	
<p><b>Snapshot</b> In terms of the number of admissions and films (148,000 and 373 respectively in 2010), VIFF is among the five biggest film festivals in North America. A fall fixture on the international film festival calendar, the 16-day festival is a microcosm of its home city: cosmopolitan, friendly, culturally complex, laid-back and accessible. VIFF’s slogan is <b>“Same Planet. Different Worlds.”</b></p>	<p><b>Mandate</b> Founded in 1982, VIFF is a not-for-profit cultural society whose mandate is to encourage the understanding of the world’s cultures through the art of cinema, to foster the art of cinema, to facilitate the meeting in British Columbia of cinema professionals from around the world and to stimulate the motion picture industry in British Columbia. VIFF also operates the annual Film and Television Forum and the Vancouver International Film Centre.</p>
<p><b>Demographics</b> <i>Based on surveys conducted by Eventcorp Services (3,003 completed questionnaires) and Enigma Research (800 completed in-person interviews) in 2009</i></p> <p><b>Ages</b></p> <ul style="list-style-type: none"> <li>• 2.3% are aged 17 or under</li> <li>• 11.6% are aged 18 to 24</li> <li>• 28.2% are 25-34</li> <li>• 19.7% are 35-44</li> <li>• 16.4% are 45-54</li> <li>• 21.7% are 55 and over</li> </ul> <p><b>Household income (average HHI - \$70,300)</b></p> <ul style="list-style-type: none"> <li>• \$100,000 and up – 20.7 percent</li> <li>• \$75,000 to \$99,999 – 14.9 percent</li> <li>• \$50,000 - \$74,999 – 20.5 percent</li> <li>• Under \$50,000 – 43.8 percent</li> </ul> <p><b>Gender</b></p> <ul style="list-style-type: none"> <li>• Males, 42 percent</li> <li>• Females, 58 percent</li> </ul> <p><b>Education (95% have post-secondary education)</b></p> <ul style="list-style-type: none"> <li>• Graduate degree, 28.5 percent</li> <li>• University degree, 36.8 percent</li> <li>• College or tech college degree, 11.1 percent</li> <li>• Some university or college, 18.7 percent</li> </ul> <p><b>Key residential areas</b></p> <ul style="list-style-type: none"> <li>• 69% Vancouver (34.8% west side; 27.6% east side; 31.5% downtown, 6.1% south side)</li> <li>• 9.9% Burnaby, New Westminster</li> <li>• 7.2% North Van, West Van, Lions Bay</li> <li>• 4.2% Surrey, Delta, Langley, White Rock</li> <li>• 4.1% Richmond</li> <li>• 9% outside Lower Mainland</li> </ul>	<p><b>Audience highlights</b></p> <ul style="list-style-type: none"> <li>• 42% of VIFF attendees are aged 34 or under</li> <li>• The typical VIFF attendee is a young, well-educated, film-passionate urban professional with plenty of disposable income</li> <li>• 42% are single and 47% are married/involved</li> <li>• 81% have no dependent children at home</li> <li>• Sponsor-savvy and sponsor-friendly – 88.5% recognize that sponsors help make the event possible; 78% correctly identified multiple sponsors; 66.9% would support VIFF sponsors over non-sponsors; 62.9% would purchase a sponsor’s new product or service over a non-sponsor’s</li> <li>• Multicultural, multilingual – 60% speak more than one language; every major ethnic or cultural group in BC attends</li> <li>• 48% are home owners</li> <li>• 70% are employed; 10% are students; 11.4% are retired</li> <li>• Interests include film, photography, travel, music, outdoor recreation, food/gourmet cooking, sports/fitness, education</li> </ul> <p><b>VIFF publications used (2009 survey)</b></p> <ul style="list-style-type: none"> <li>• 85% use viff.org; 37% Program Catalogue (208 pages; \$10); 28.1% Sneak Preview Guide (16 pages; free); 19.2% eBlasts</li> </ul> <p><b>VIFF.org</b> (12 months ending October 2010)</p> <ul style="list-style-type: none"> <li>• 295,151 unique visitors; 561,561 visits; 5,562,341 page views; 36,823,981 hits</li> </ul>
<p>The festival also produces the annual <b>Film and Television Forum</b>, the largest event of its kind in Western Canada (attracting 1,200 delegates). This five-day event is concurrent with VIFF’s opening days and is geared toward the professional development of the Canadian film and television industry.</p>	<p><b>VIFF 2010 - Quick Facts &amp; Figures</b></p> <ul style="list-style-type: none"> <li>• 148,000 admissions (down marginally from 149,135 in 2009)</li> <li>• 373 films (231 features; 28 mid-length; 114 shorts)</li> <li>• 80+countries</li> <li>• 631 screenings; most films have at least two screenings (one matinee, one evening)</li> <li>• 83 Canadian films (32 features; 7 mid-lengths &amp; 44 shorts; selected from 700 submissions)</li> <li>• 115 nonfiction films (11 from Canada)</li> <li>• Premières (feature films): 15 world, 25 international, 49 North American and 6 Canadian</li> <li>• 10 screens at four venues: Empire Granville 7 Cinemas (seven screens), Vancity Theatre, Pacific Cinémathèque and The Park</li> <li>• 700 volunteers</li> <li>• 600 accredited industry guests</li> </ul>
<p style="text-align: center;"><b>Contact</b> <b>sponsors@viff.org, 604-685-0260</b></p>	