

Audience Survey 2009



Thank you for visiting the Cornwall Film Festival 2009. We need your feedback to ensure the Cornwall Film Festival's future. By completing this form you could win one of three weekend passes for next year's festival. If you wish to enter the draw, please write your name/contact details at the end of this form.

1. How did you find out about the Cornwall Film Festival?

- Email Newspaper Web Poster/flyer TV Word of mouth Magazine Radio
 Another Country screening event School/College/Uni Other: _____

Have you ever attended the Festival before? Yes, it is my ____ (e.g. 8th) time. No

2. How many events/screenings do you plan to/did you attend during the festival? 1-2 3-5 6-10 Over 10

3. How would you rate us on the following? (Please tick one box on each line)

Overall programme	Excellent <input type="checkbox"/>	Good <input type="checkbox"/>	Average <input type="checkbox"/>	Poor <input type="checkbox"/>	Very poor <input type="checkbox"/>
Brochure	Excellent <input type="checkbox"/>	Good <input type="checkbox"/>	Average <input type="checkbox"/>	Poor <input type="checkbox"/>	Very poor <input type="checkbox"/>
Ticket booking	Excellent <input type="checkbox"/>	Good <input type="checkbox"/>	Average <input type="checkbox"/>	Poor <input type="checkbox"/>	Very poor <input type="checkbox"/>
Projection quality	Excellent <input type="checkbox"/>	Good <input type="checkbox"/>	Average <input type="checkbox"/>	Poor <input type="checkbox"/>	Very poor <input type="checkbox"/>
Venue	Excellent <input type="checkbox"/>	Good <input type="checkbox"/>	Average <input type="checkbox"/>	Poor <input type="checkbox"/>	Very poor <input type="checkbox"/>
Value for money	Excellent <input type="checkbox"/>	Good <input type="checkbox"/>	Average <input type="checkbox"/>	Poor <input type="checkbox"/>	Very poor <input type="checkbox"/>
Films screened	Excellent <input type="checkbox"/>	Good <input type="checkbox"/>	Average <input type="checkbox"/>	Poor <input type="checkbox"/>	Very poor <input type="checkbox"/>
Speakers' knowledge of subjects	Excellent <input type="checkbox"/>	Good <input type="checkbox"/>	Average <input type="checkbox"/>	Poor <input type="checkbox"/>	Very poor <input type="checkbox"/>
Website	Excellent <input type="checkbox"/>	Good <input type="checkbox"/>	Average <input type="checkbox"/>	Poor <input type="checkbox"/>	Very poor <input type="checkbox"/>
Publicity	Excellent <input type="checkbox"/>	Good <input type="checkbox"/>	Average <input type="checkbox"/>	Poor <input type="checkbox"/>	Very poor <input type="checkbox"/>
Social atmosphere	Excellent <input type="checkbox"/>	Good <input type="checkbox"/>	Average <input type="checkbox"/>	Poor <input type="checkbox"/>	Very poor <input type="checkbox"/>
Networking opportunities	Excellent <input type="checkbox"/>	Good <input type="checkbox"/>	Average <input type="checkbox"/>	Poor <input type="checkbox"/>	Very poor <input type="checkbox"/>

4. Are you aware of any of the Cornwall Film Festival's sponsors? Yes No

(List the sponsors you recall) _____

5. Would you adopt a more positive view towards a company supporting the festival? Yes No

6. What did you like best about Cornwall Film Festival 2009?

7. How might we improve the festival in the future?

8. How would you rate the festival on a scale of 0 to 9 (9 best)? 0 1 2 3 4 5 6 7 8 9

9. Will you come again? Yes No Maybe

10. Where do you live? Please write the first half of your postcode (i.e. TR15, N12, PL22) _____

Age: Under 18 19-24 25-34 35-44 45-54 55-64 Over 65

Gender: Male Female

Employment: In employment Unemployed Self Employed
 Retired Full-time student Not eligible for employment

11. What is your relationship to the film/media industry?

Enjoy watching films Amateur filmmaker Studying film/media Seeking work in film/media

Working in film/media for ____ years as a _____ (e.g. producer)

12. Has the festival helped you in any way (Have you learnt anything /met anyone useful)? Yes No

(If yes, please specify) _____

13. If you are staying in Falmouth specifically for the festival, please indicate the length of your stay and where you stayed below:

Not applicable Hotel Self catering Bed & Breakfast With family/friends

Length of stay _____ Name of hotel/B&B (if applicable) _____

14. Please estimate how much money you will have spent on your entire visit to the festival.

Accommodation: £0-10 £11-24 £25-49 £50-74 £75-99 £100-149 £150+

Food and drink: £0-10 £11-24 £25-49 £50-74 £75-99 £100-149 £150+

Transport: £0-10 £11-24 £25-49 £50-74 £75-99 £100-149 £150+

Ticket type: Weekend Pass Day Pass Event tickets, number? _____

Ticket price: Full price Student Senior Unwaged Complimentary

15. How did you get to the festival? (Tick one or more predominant methods)

Walked Cycled By car By bus By train By air

16. Is it important to you that the Festival takes extra steps to protect the environment? Yes No

Would you pay more for your ticket to cover the costs of such steps? No Yes, 10% more Yes, 20% more

17. Equal Opportunities Monitoring

We welcome and encourage participation in our event from all sections of the community. Please complete this section to help make sure our policy is effective.

Which of the following best describes your ethnic/cultural/racial origin?

Asian or Asian British

- Indian
- Pakistani
- Bangladeshi
- Any other Asian background

White

- British
- Irish
- Any other white background

Black or Black British

- Caribbean
- African
- Any other Black background
- Any other mixed background

Chinese or other ethnic group

- Chinese
- Any other

Mixed

- White & Black Caribbean
- White & Black African
- White & Asian

Cornish

- White Cornish
- Any other Cornish

Prefer not to say

Do you consider yourself to be a disabled person? Yes No

How would you rate the disabled facilities? Poor Below average Average Above average Excellent

18. Working in Cornwall

If you work in film, television or new media in Cornwall, please answer the questions below:

What is your annual income as a company or freelancer from media or media-related work?:

£0-£20k £21k-£40k £41k-£100k £101k-£1M Prefer not to say

If a freelancer, how many days employment did you give other freelancers over the last financial year? _____ days

If a company, are you a registered limited company? Yes No

Do you employ staff? Yes No If 'yes', how many? _____

How many days employment in total did you give Freelancers over the last financial year? _____ days

IF YOU WOULD LIKE TO RECEIVE INFORMATION ON NEXT YEAR'S FESTIVAL AND BE ENTERED IN THE DRAW, PLEASE ENTER YOUR DETAILS BELOW. THEY WILL NOT BE USED FOR ANY OTHER PURPOSE.

NAME _____

ADDRESS _____

EMAIL _____ PHONE _____

Return to the festival information desk or send to Cornwall Film Festival, Krowji, West Park, Redruth, Cornwall TR15 3AJ