

DOCSPACE RESEARCH: OPENING FESTIVAL AUDIENCE RESEARCH - CINEMAS



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1. Executive Summary

Docspace distributed a cinema questionnaire (printed and online) to the audiences for the Opening Festival of CinemaNet Europe from 12-14th November 2004. Eight European cinema documentaries were premiered and the Opening Night included some related events. Of those who responded (37% of all admissions and a total of 220 responses):

- 91% were either Very Satisfied or Satisfied with the Films
- 78% were either Very Satisfied or Satisfied with related Events
- 81% were either Very Satisfied or Satisfied with the Digital Cinema Image Quality
- 92% were either Very Satisfied or Satisfied with the Sound Quality

The vast majority of qualitative comments received were positive and encouraging. Some comments also raised important technical issues that require to be addressed:

- “Wonderful idea - both Peace One Day & CinemaNet Europe, very exciting to be part of”
- “more than the average documentary”
- “Often it is hard to get to see these films unless it’s a film festival”
- “Brilliant inspiring film with the right kind of innovation - digital cinema - new and different from Hollywood”
- “Very good and moving film. More of it please”
- “I’m glad that you’re showing this documentary festival since it’s hard to find them elsewhere”
- “Didn’t know what I was going to get but satisfied!!”
- “I think more documentary films should make it to cinemas”
- “I for one knew nothing of 'Peace One Day'. Watching this film has been totally positive for me and I feel is starting to get the message out. Total respect for the guy that made this film”
- “I really loved the idea of so many people in different countries having the same experience as me - especially with a film on this subject. Worst thing was the subtitles not working - very frustrating”
- “Glad we are given the chance to view films like this one”
- “The film itself very inspiring, the discussion even more. No subtitles as you’ll hear from everyone”
- “Outstanding in every way. Moving, very well researched, uplifting, humorous, realistic, varied, involving at every level, informative. So glad I saw it. Repeat it?”
- “Spectacular and very inspiring story and photography. Slightly disappointed as digital photography didn’t pan very well all the time especially at waterfall shots. Didn’t detract that much though!”
- “Fantastic. Werner H. Docs are amazing experience. They can tickle you, they can touch your soul, they can expand your mind. Documentary Viagra”

This research also suggested some interesting characteristics of the Opening Festival audience based on those who responded:

- Almost 56% relied on the Cinema Programme as their source of information
- Demand is for predominantly issue-based Political and Social documentaries
- Arts and Music are popular genres
- Very little demand for Sport
- Audiences state that cinema documentaries ought to be Informative, Visual and Clear
- Realism is not considered to be the most important quality for a cinema documentary
- 56% were single
- Noticeably more females than males
- Younger audience than arthouse cinema UK-wide
- Vast majority read the UK-wide Guardian newspaper

- Characteristics of this audience seem to vary depending on segmentation

2. Introduction

The audience for the CinemaNet Europe Opening Festival was surveyed from 12-14th November 2004 based on a two-sided printed questionnaire. This questionnaire was distributed to cinema audiences by the ushers. A sample of 220 responses was received based on a total of 596 admissions. This represents a sample size of 37%. The vast majority of responses were received from the Edinburgh Filmhouse (59%) and the Glasgow Film Theatre (35%). A synopsis for each film is included as an Appendix.

3. Results

3.1 How satisfied were you with the...?

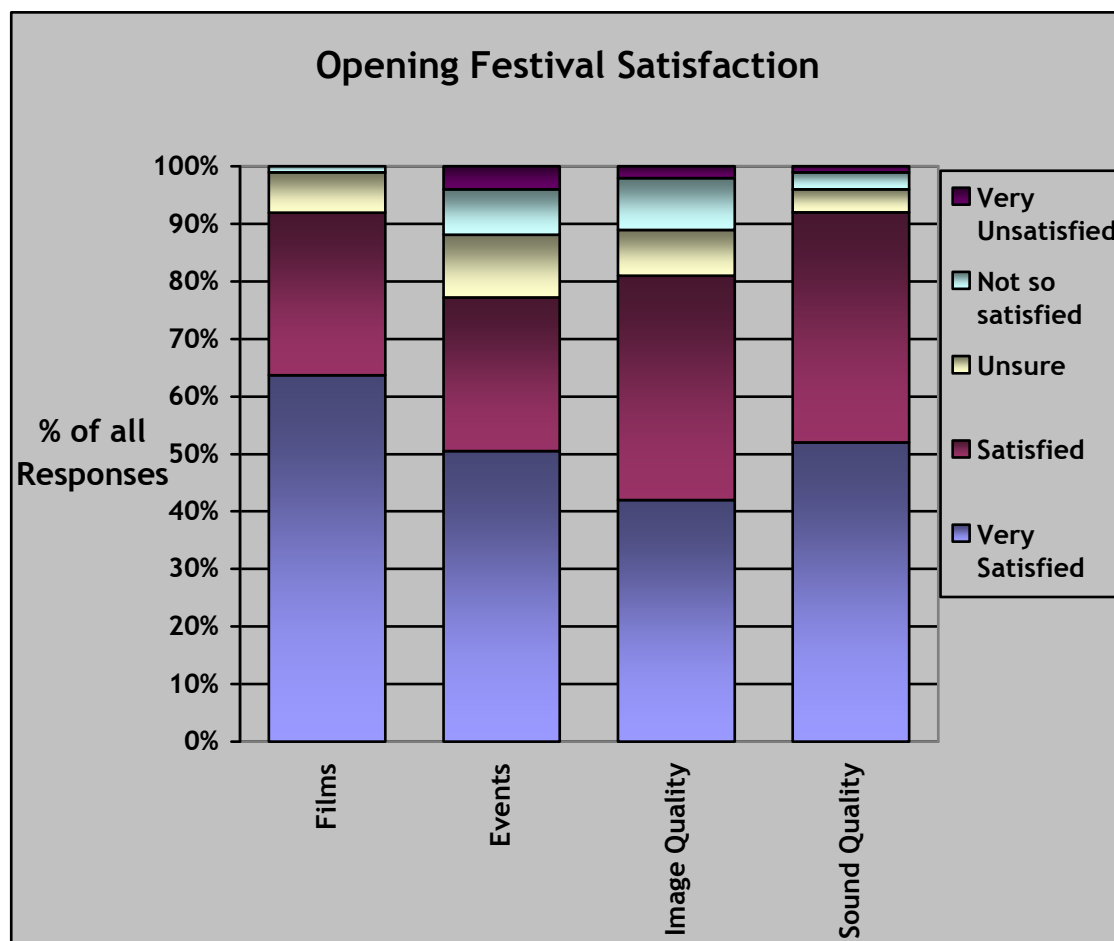


Table 1, Opening Festival Satisfaction or Respondents.

There were very high levels of satisfaction among those who responded to the Opening Festival questionnaire. There were, however, a few criticisms of the image quality of some of the films - particularly the very visual Herzog documentary 'The White Diamond'. The lack of subtitles for 'Peace One Day' was also commented upon and some respondents were disappointed that

no explanation for their absence was forthcoming. There was an unusual level of tolerance for any technical problems encountered, but it is highly likely that this understanding attitude will rapidly diminish if any of these problems are repeated. The more variable levels of satisfaction with regards to events may indicate that audiences are less sympathetic to events than they are to films.

3.2 Please use this section to let us know what was best and worst about the experience you have just had with particular reference to the film and this venue:

All Cinemas		
Cinema	1a - Film	1c - Best and Worst About Experience
Belmont	Fleurette	Privilege to see such a good personal documentary about a 20th century life (and family relationships). I thought the image was distorted (like widescreen TV switched to film format for a TV programme) making the people absurdly stubby in long shot.
Belmont	Fleurette	The film was great but it felt as though the credits had to be rushed at the end for another screening! Also the Docspace documentaries were screened too early [during] the day.
Belmont	Peace One Day	Brilliant film. Subtitles would have been good.
Belmont	The Damned and the Sacred	The worst thing was that so few folk came to see the films - The Damned and The Sacred in particular was a beautiful and very moving film - the place should have been FULL!
Belmont	The Power of Good	Intensely moving film combining the broadly historical with very individual perspectives. Sudden loss of focus for the end titles, which I wanted to read.
Belmont	My Louis Armstrong Years	The worst thing was that so few folk came to see the films - The Damned and The Sacred in particular was a beautiful and very moving film - the place should have been FULL!
Filmhouse	Peace One Day	Moving, interesting, fairly informative. His naivety.
Filmhouse	I Am From Nowhere	The glimpse into the character of the old woman related to Andy Warhol. The man making the video "I Am From Nowhere" very boring.
Filmhouse	Peace One Day	There was some banding on the picture but generally the quality was good. A little time to get out of the theatre before the discussion started would have been good for those that wanted to leave.
Filmhouse	Peace One Day	This is a very significant film. I was very moved. Nothing is more important than peace.
Filmhouse	Peace One Day	The fact that there were no subtitles or interpretation (audible) of foreign speaker took away from the film, particularly in reference to the Palestinian minister's discussion with Jeremy. Quality lacked in some points but overall the quality was excellent, great clarity.

Filmhouse	Peace One Day	Now much one person can do. I also knew nothing about Peace day.
Filmhouse	Peace One Day	Worst: Lack of soft titling or subtitling for all non-english passages. Best: Sense of immediacy through this type of exhibition, sense of being part of simultaneous network of audiences' across Europe.
Filmhouse	Peace One Day	No subtitles. Madness. A line across the screen. Excellent idea expanding the event - discussion etc...very well led, too. Nice not having any adverts.
Filmhouse	Peace One Day	Film was very lively and unpredictable and honest. Serious flaw is the lack of subtitles - these should be added. Frustrating watching long speeches in Arabic etc with no translation.
Filmhouse	Peace One Day	Any chance of booking the film in my school sometime
Filmhouse	I Am From Nowhere	Really enjoyable - nice humour. Maybe focusing a little bit more on Andy Warhol as a person might have helped.
Filmhouse	I Am From Nowhere	Best - mildly interesting film. Worst - not enough legroom.
Filmhouse	Peace One Day	Curious splits and lines! Why no subtitles? Constitutes serious misrepresentation for everyone but multi-linguists.
Filmhouse	Peace One Day	Very good film - eye opening and inspiring although subtitles were missing.
Filmhouse	The White Diamond	The best aspect was the combination of human interest with breathtaking scenery.
Filmhouse	I Am From Nowhere	Great! Creative and gripping.
Filmhouse	The White Diamond	Best - Brilliant, extraordinary, lyrical film. Worst - some technical problems break up the image sometimes.
Filmhouse	The White Diamond	Lots of video artifacts.
Filmhouse	Peace One Day	The film quality was a bit broken, lines and jumping across the screen. Otherwise it was excellent, inspiring and moving, opening opportunities for more transparency and information sharing between people. Why did Gilley not translate all the most important speakers! It was terribly disrespectful to their words.
Filmhouse	Peace One Day	Fantastic Film, Inspiring and Effective. Subtitles were missing in places.
Filmhouse	Peace One Day	Sound - subtitles needed. Image - choppy. Venue - needs to be bigger.
Filmhouse	Peace One Day	The awareness the film created inside my own mind. Assisting my imagination to create a 'realistic image' concept and motivational idea of what the world is like in relation to war and peace!!!
Filmhouse	Peace One Day	Sound - add subtitles where required! Image - sometimes the image was broken. Venue - more seats!
Filmhouse	Peace One Day	Venue: I love the Filmhouse! Film: It is hugely insulting to an interviewee to not translate their interview for the viewers. Provide info about why they're not there.

		Otherwise - good stuff!
Filmhouse	Peace One Day	Bit biased. Liked his passion.
Filmhouse	Peace One Day	Image kept splitting horizontally (teething troubles I am sure).
Filmhouse	Peace One Day	I for one knew nothing of 'Peace One Day'. Watching this film has been totally positive for me and I feel is starting to get the message out. Total respect for the guy that made this film.
Filmhouse	My Louis Armstrong Years	Enjoyed seeing them on tour. Felt at times I didn't know where the documentary was taking us.
Filmhouse	Peace One Day	Extremely inspirational film - would like to be more involved in promotion of this - it should be shown in every school and university.
Filmhouse	The Damned and the Sacred	Best - Very interesting and moving film. Worst - Technical problems still affect the picture.
Filmhouse	Peace One Day	Good - thought provoking. Bad - limitation of UN - there is a UN day 24 Oct and every year is a UN [topical] year, including UN associations in the world.
Filmhouse	Peace One Day	I really loved the idea of so many people in different countries having the same experience as me - especially with a film on this subject. Worst thing was the subtitles not working - very frustrating.
Filmhouse	Peace One Day	Best: the film itself. Worst: People feeling negative towards each other during debate afterwards.
Filmhouse	Peace One Day	If Filmhouse was totally behind event it could have been shown in Cinema 1. Why no subtitles?
Filmhouse	Peace One Day	Bigger room. Translation to be provided.
Filmhouse	My Louis Armstrong Years	Interesting film about young musician making his first steps. Very good.
Filmhouse	Peace One Day	"Peace One Day" final political discussion very bad.
Filmhouse	I Am From Nowhere	Screening didn't work at the beginning! A film that needs patience, not an "easy-watching"!
Filmhouse	Peace One Day	Subtitles in future?
Filmhouse	Peace One Day	Very inspiring.
Filmhouse	The White Diamond	Wonderful film. Some horizontal break-up of picture.
Filmhouse	The White Diamond	More a narrative than a documentary but beautifully paced.
Filmhouse	The Power of Good	Outstanding in every way. Moving, very well researched, uplifting, humorous, realistic, varied, involving at every level, informative. So glad I saw it. Repeat it?
Filmhouse	The Damned and the Sacred	Brilliant film - moving, exhilarating, humbling too.
Filmhouse	The Damned and the Sacred	Moving - raised more questions than answered. School children - UK - should see it - to learn not to waste time - Deprived children can still hope -
Filmhouse	The Damned and the Sacred	Best: Very good dancing. Worst: Bit wobbly filming.

Filmhouse	The Damned and the Sacred	Best: Dance sequences, and interviews, disturbing but so informative. Worst: Wavering Film Quality
Filmhouse	The Damned and the Sacred	The story how it was performed was really brilliant by the children, they gave their best to the film. The image was great about the cities. The movie should have been a bit longer.
Filmhouse	The Damned and the Sacred	Good to have the opportunity to see how this dancer brought hope into the lives of children deeply affected by the war. Seating in cinema 3 not so good.
Filmhouse	The White Diamond	Excellent everything. Show it again!
Filmhouse	Bola de Nieve	Enjoyed the subject and language. I'm trying to learn Spanish.
Filmhouse	Peace One Day	The [necessity] of it. Worst: not enough translations.
Filmhouse	Peace One Day	Worst: no subtitles; only shown one day. Best: good idea.
Filmhouse	Peace One Day	"Peace One Day" final political discussion very bad.
Filmhouse	Peace One Day	The best to me is Jeremy's passion, and his enthusiasm. But is there is subtitle parts of the interview will be very helpful. I would like to say a big thank you for all Jeremy's work. The last but not the least, the appreciation of every person that he met also, making the effort to keep the contacts no matter its as important as Daila Lama or as small as school student. Thank you and hope there will be more people get this message.
Filmhouse	Peace One Day	Subtitles needed for different languages! And an explanation about problems with subtitling.
Filmhouse	Peace One Day	The film was amazing and very inspirational! The worst was that there's only one screening, also bad that there were no subtitles. It's a mammoth task, there's a lot to be done especially in terms of education and practical solutions have to be considered - especially how to actually go about ensuring the ceasefire, and how to ensure that the UN gets its resolutions respected.
Filmhouse	Peace One Day	Best - watching an inspiring man making an inspiring film. Worst - Blue lights on right and left of the seats quite irritating.
Filmhouse	Peace One Day	Very thought provoking, inspiring
Filmhouse	Peace One Day	Should there have been subtitles. I wanted to know what people were saying that weren't speaking English.
Filmhouse	Peace One Day	The film itself very inspiring, the discussion even more. No subtitles as you'll hear from everyone.
Filmhouse	Peace One Day	Excellent film. Need subtitles.
Filmhouse	The Damned and the Sacred	Interesting story and insight into Chechen culture. Dancing, music. Maybe not the greatest cinematography.
Filmhouse	Bola de Nieve	Image quality was excellent, except for some mismatch(?)/breakage dividing the top and bottom parts of the picture.
Filmhouse	Peace One Day	Venue a bit small (cinema 3 filmhouse). The film was very inspirational and I walked away feeling hopeful. I think the

		opening camerawork was distracting as it was poor quality but it improved drastically later. The after event was ok but personally I would be more interested in something more film orientated than just a discussion group. Where were the subtitles?! You lost your audience there! Am sick of "reality TV"!
Filmhouse	The White Diamond	The lines on the image were distracting - obviously some technical difficulty there, which was unfortunate since the general image quality was superb. (HD shots of the waterfall were stunning). Film was outstanding.
Filmhouse	Bola de Nieve	Like other 2 Cinema Net Films I've seen, the picture was choppy, other than that, great film!
Filmhouse	Bola de Nieve	+Learning about world cultures. -Nothing
Filmhouse	Bola de Nieve	The best was to get to see a documentary about an artist that's not very talked about. I can not think of anything that's worst. The Filmhouse is always good.
Filmhouse	Bola de Nieve	Music before the film was dire
Filmhouse	Bola de Nieve	Best - the wonderful footage. Worst - too late in the day!
Filmhouse	Bola de Nieve	Ignacio's character and imagination. Unbelievably like Louis Armstrong! Difficult to hear the quality of the music tho! Liked the old film.
Filmhouse	Bola de Nieve	Glad we are given the chance to view films like this one.
Filmhouse	Bola de Nieve	Everything was good.
Filmhouse	Bola de Nieve	Very intimate portrayal of Bola De Nieve through his friends. Would have been good to hear longer excerpts of his playing - a bit too much darting about for me.
Filmhouse	Bola de Nieve	There was no enough music in the film.
Filmhouse	Bola de Nieve	Too hot in the cinema. Seeing Cuban culture.
Filmhouse	The White Diamond	Spectacular and very inspiring story and photography. Slightly disappointed as digital photography didn't pan very well all the time especially at waterfall shots. Didn't detract that much though!
Filmhouse	The White Diamond	Sharing the personal experience and traumatic experience of Professor Dorrington for whom the realisation of his dream was the only way to justify the tragedy of the previous venture.
Filmhouse	The White Diamond	Unexpected humour, zany personalities of those involved added to the enjoyment. Some flaws in film quality can be forgiven given the setting of the documentary. Fascinating over all.
Filmhouse	The White Diamond	The film wasn't what I expected, but was still enjoyable. I thought it would be more about flying over the canopy, not building the airship and getting it to fly.
Filmhouse	The White Diamond	The colour and sound were very good. The image quality was good except for quick movements which shuddered the image. Can this be improved?
Filmhouse	The White Diamond	Loved the film. Theatre seats like Filmhouse 3 uncomfortable - no leg room and I'm 5 ft 4"!
Filmhouse	The White	Good film - narrow seats.

	Diamond	
GFT	Peace One Day	Best: To show documentaries in cinema. Often it is hard to get to see these films unless it's a film [festival]. Worst: Nothing really bad about the venue.
GFT	Peace One Day	Best - Hugely Inspirational. Worst - People Dissipated - we did get some emails but it was a great opportunity to say what we should all do in the here and now.
GFT	Peace One Day	Venue was fine. The subtitles were missing from the film which became quite irritating.
GFT	Peace One Day	Peace One Day Launch excellent
GFT	The White Diamond	A lot of digital distortion when there was much movement.
GFT	The White Diamond	The best was the wildlife scenes. The worst was the sound effects when Marc Anthony was gathering the plants.
GFT	Bola de Nieve	I'm glad I saw the film, and the GFT did everything just right (incl. the brief introduction). My reservations about the film: not enough music; not enough about the music; and the biographical testimonies, to me, didn't really come together.
GFT	The Power of Good	Very moving subject, which I was unaware of until now.
GFT	The Power of Good	The opportunity to find out about history that you would not otherwise do with comments from the people who were involved.
GFT	The White Diamond	Enjoyed intro by the speaker.
GFT	The White Diamond	Very moving - beautiful photography. Characters emerged very vividly as film progressed. Music exciting - excellent.
GFT	The White Diamond	Great Venue and Film. Digital quality of film: Colour and sharpness good, but some poetic quality lost with 'streaking' of digital format...
GFT	The White Diamond	Always enjoy Herzog, but very, very disappointed with the image quality. Herzog made one gesture when he was going up in the airship "In celluloid we trust" and he's absolutely right
GFT	The White Diamond	Venue very intimate. The pace of the film. Clearness of vast or/and fast images.
GFT	The White Diamond	Brilliant story lines Herzog-style to make flying - [?] pilot clear. The enigma made clear as its possible without the smells and sensations at flying. Wonderful places.
GFT	The Power of Good	Film did not start on time. Archive film very affecting. Ending over-syrupy but film extremely moving.
GFT	Peace One Day	More time for questions!
GFT	The Power of Good	This was one of the most moving films I've ever seen. No worst. P.S. Also Peace One Day - very inspiring/challenging
GFT	I Am From Nowhere	Best: The old woman at Tesco's. Worst: When the guy got the sack from Camp [Ronamuck]
GFT	I Am From Nowhere	Didn't know what I was going to get but satisfied!!

GFT	Peace One Day	The best is the message of 'the seemed impossible dream can be attained' has been expressed strongly, which is extremely encouraging.
GFT	The Power of Good	The harming experience one has of these young children being herded like cattle by the Germans is the worst experience. The best experience was the look of joy on their faces at the comradeship with the other children saved by Winton.
GFT	The White Diamond	Only problem was image quality - when there was movement, you only saw lines. E.g. the swifts flying were just lines and yet they must have been so beautiful.
GFT	I Am From Nowhere	The characters were so engaging - particularly the old woman and her storylines. Along with the man and his [track]. Venue good as always.
GFT	Peace One Day	Profound and amazing film. Wonderful idea - both Peace One Day & CinemaNet Europe, very exciting to be part of. Wish it had been better advertised and better attended - a well-deserved celebration. Slight problem with subtitles and timing - missed most of post-film interview.
GFT	Peace One Day	Brilliant inspiring film with the right kind of innovation - digital cinema - new and different from Hollywood. The venue GFT was just right for this innovation. I thought Amy Hardie and Richard Holloway were wonderful.
GFT	Peace One Day	First visit - very impressed with facilities and services available. An impressive experience probably a historic occasion [and lunacy] of the satellite connection fantastic.
GFT	Peace One Day	The film was very inspirational - more than the average documentary. The venue is very good. Just a shame that we missed initial minutes of linked discussion and had not much time to formulate our questions.
GFT	Peace One Day	Film content - best. Question time - worst.
GFT	Peace One Day	Even though the subtitles weren't there, it almost felt like part of the film - why shouldn't this film be multi-lingual? Fab.
GFT	Peace One Day	Best: it's amazing one man actually changed the world. Worst: some parts need subtitle.
GFT	Peace One Day	Best experience realising that change is possible from a forever hopeful cynic. Worst - knowing everyone wants this and the difficulty implementing it. The point of change, 9/11, moving from the old to the new sometimes throws up some painful experiences. Thank You.
GFT	Peace One Day	Lack of subtitles meant I couldn't fully understand parts of film. Quality of filming was poor in parts. Q&A session could have been organised better.
GFT	Peace One Day	The only negative side to film and event was the lack of subtitles. Otherwise the event was very well run and the film was very inspiring.
GFT	Peace One Day	The best thing apart from the film itself was the cinema link-up. The worst thing was that I felt like having an immediate get-together of all the people wanting to help 'Peace One Day'

GFT	I Am From Nowhere	Charming film - good venue.
GFT	Fleurette	I like the venue - I think more documentary films should make it to cinemas. This film I liked but not so special. This [choice] of film I might have done differently - but it was an all-right film.
GFT	The Damned and the Sacred	The great film. As a Chechen I have a right to say that...
GFT	Peace One Day	+ awareness of simultaneous satellite transmission reaching thousands of people. -no subtitles for foreign speakers
GFT	The Power of Good	The GFT is the most relaxed environment of all the Glasgow cinemas. Hate the background music. In fact the film is done as a modern hurried piece, changing so fast you can't take it in. Very disappointing for [me]. Modern docs think watchers have no powers of concentration. No dramatic focus and fragmented. It completely lost the point until 20 mins in. Then it settled down. Still not keen on the loud pushy music.
GFT	Peace One Day	I enjoyed everything. But I think it would be worth considering how to mesh the video-[event] and in house discussion. Sure it can be done.
GFT	I Am From Nowhere	I loved Joseph's video footage
GFT	The Damned and the Sacred	hard hitting film! Good venue of course!
GFT	The Damned and the Sacred	Venue fine. Film was thought provoking but just a little too long.
GFT	The Damned and the Sacred	Insightful, moving, wonderful opportunity to witness this talented dance troupe - exceptional children and families - such a contrast to their everyday lives in a war zone... hope more people get to see it! (no worst exp)
GFT	The Power of Good	Informative and uplifting film about the decency of the human spirit. Comfortable venue for watching.
GFT	The Power of Good	The film was strongly touching, very well made documentary on an always interesting subject. I'm glad that you're showing this documentary festival since it's hard to find them elsewhere.
GFT	The Power of Good	I love watching films at the GFT - I have no qualms with any of it. Coming from Manchester, where I regularly visited the Cornerhouse, it was so lovely to move to Glasgow and have a venue that showed interesting and innovative films. ta.
GFT	The Power of Good	Very good and moving film. More of it please. Venue fine.
GFT	The Power of Good	Very moving and important film. Venue good.
GFT	The Power of Good	Uplifting and realistic
GFT	Peace One Day	The ability to communicate with the director and other

		people in different locations.
Sheffield Showroom	The White Diamond	Cinema smells like curry. Seats are comfy.
Sheffield Showroom	The White Diamond	Colour balance all wrong. No blue in picture.
Sheffield Showroom	The White Diamond	Fantastic. Werner H. Docs are amazing experience. They can tickle you, they can touch your soul, they can expand your mind. Documentary Viagra.

Table 2, Respondents comments on what was best or worst about the experience.

3.3 How did you find out about this screening?

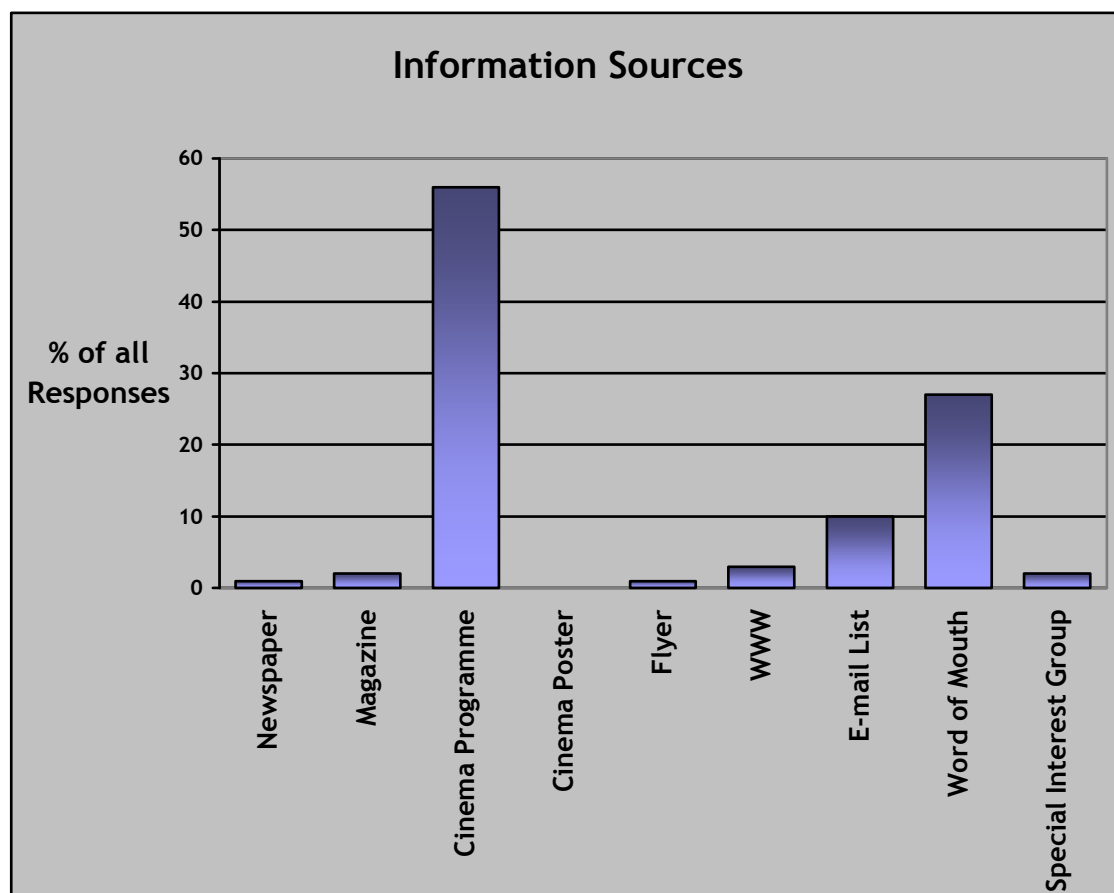


Table 3, Information Sources of Respondents.

Cinema Programmes are a critical information source. Although word of mouth appears to be effective it could prove risky to rely too heavily on this unpredictable information channel. The Docspace e-mail list should be developed as a targeted marketing tool. Penetration outwith cinema programmes was poor. The efforts involved in utilising other sources did not appear to be justified by attendances. The lack of use of the WWW as an information source, however, could represent an opportunity for a specialised cinema information portal.

3.4 It is sometimes difficult to classify films but what types of cinema documentaries would you like to see in the future?

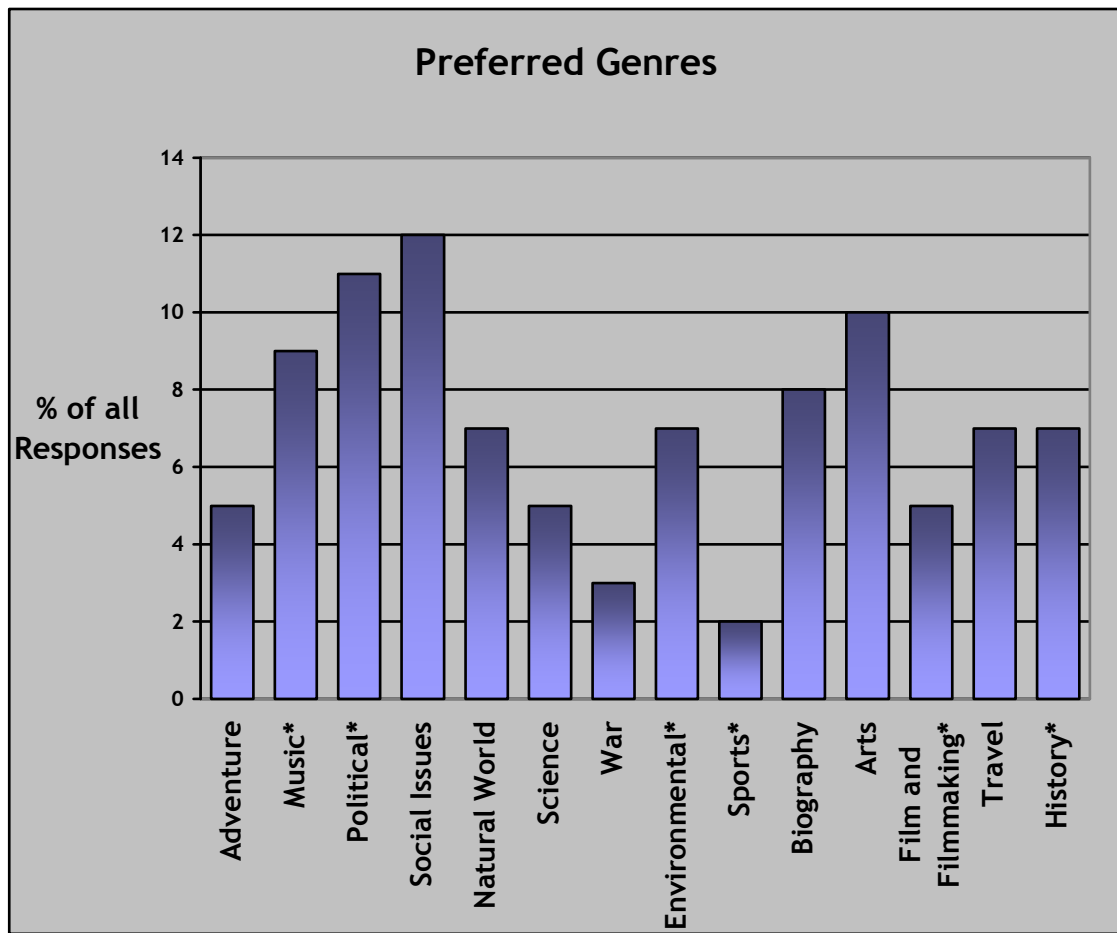


Table 4, Preferred Genres. Note * indicates a potential Docspace Season.

It should be first noted that the respondents were a self-selecting group attending particular documentaries. Nevertheless, issue-based documentaries whether Social or Political are most popular. Music and the Arts are also preferred. Sports as a documentary genre fares worst, but with the caveat that there was no sporting documentary exhibited during the Opening Festival. There could be scope for investigating the impact on audiences of combining complementary genres e.g. Natural World and Environmental.

3.5 How important would the following qualities be to a cinema documentary you would like to see?

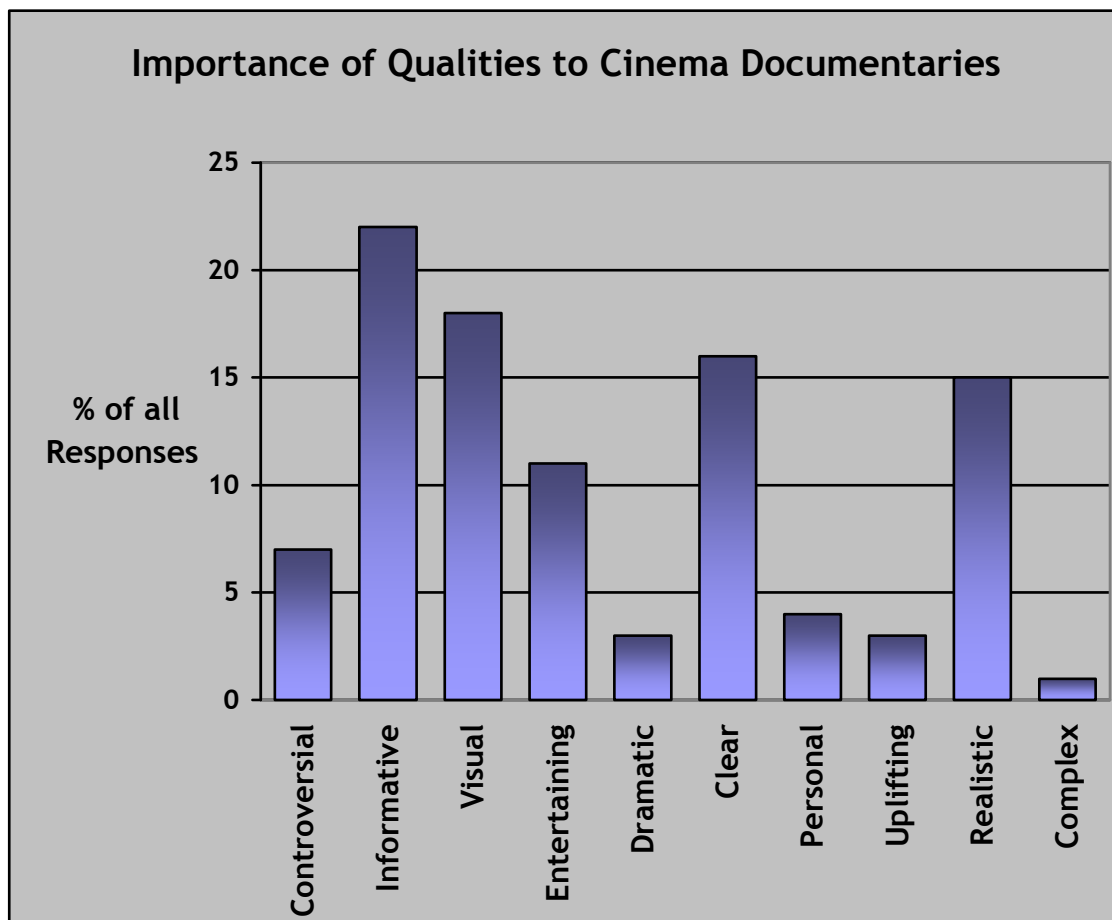


Table 5, *Important Qualities of Cinema Documentaries.*

It appears important then that cinema documentaries are Informative, Visual and Clear. Realism is not considered to be the most important quality of a cinema documentary. A noticeable number of respondents considered Entertaining to be an important quality, particularly at the Edinburgh Filmhouse. The lack of enthusiasm for Controversial documentaries suggests that a high-profile filmmaker such as Michael Moore operates very much like an auteur. Complexity is considered relatively unimportant, a finding that is accentuated when compared with the high importance attached to Clarity.

3.6 Tell us about you...

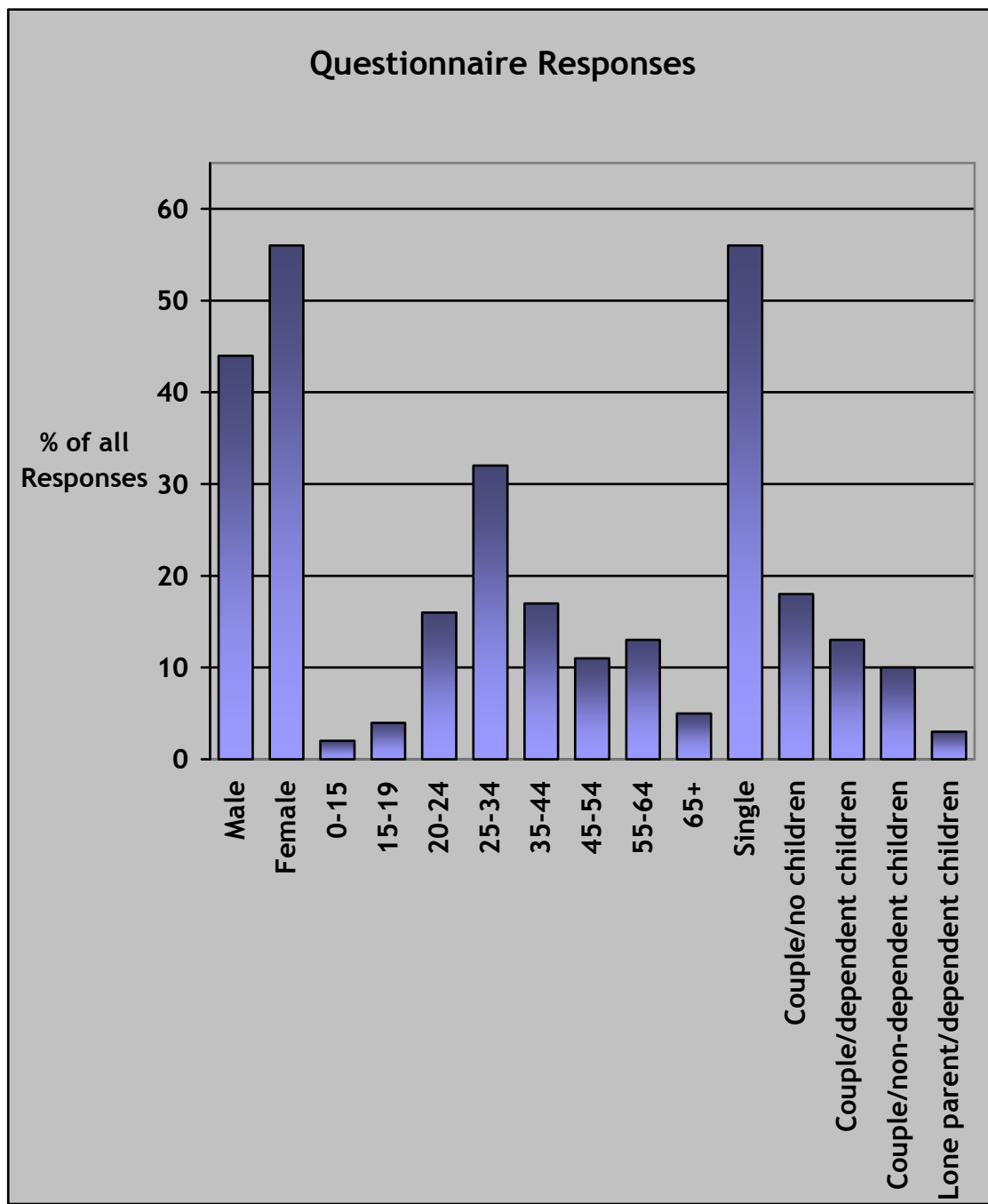


Table 6, Composition of Respondents.

Assuming the responses received are representative of the overall Opening Festival audience there was a high proportion of Singles attending. There was also a noticeable number of Couples with no children. Improving admissions from Couples with dependent children may require an effort disproportionate to any increase in admissions. The age profile is younger than that of arthouse audiences UK-wide - the average for the 25-34 segment is normally 21%. There

is an interesting older segmentation at age 55-64. The ratio of females to males is also untypical of arthouse audiences.

3.7 Which of the following newspapers do you read regularly?

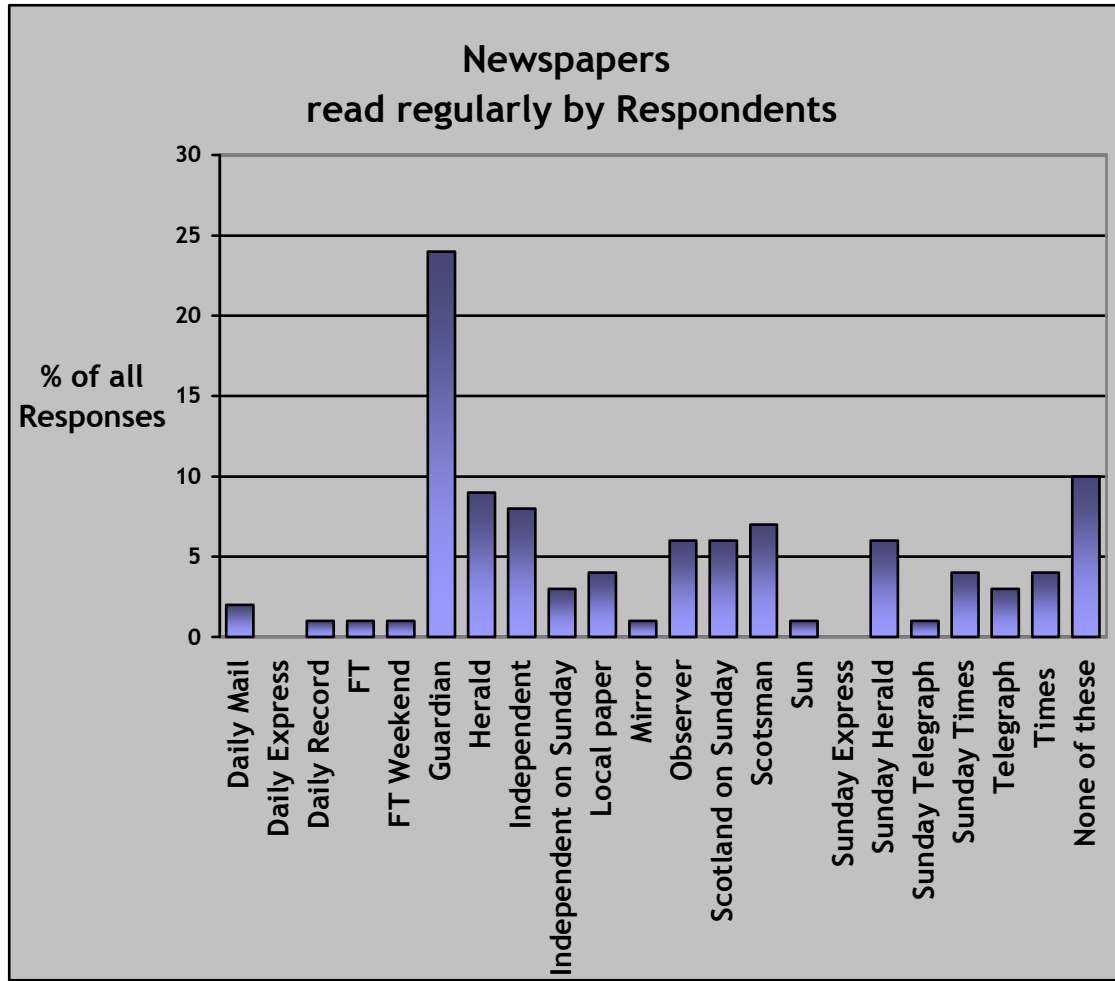


Table 7, Newspapers read regularly by Respondents.

The UK-wide 'Guardian' is by far the key newspaper among those who responded. The category of 'None of these' should not be discounted as it may well refer mainly to a popular free daily entitled 'The Metro'.

3.8 During an average week, for how many hours do you watch television?

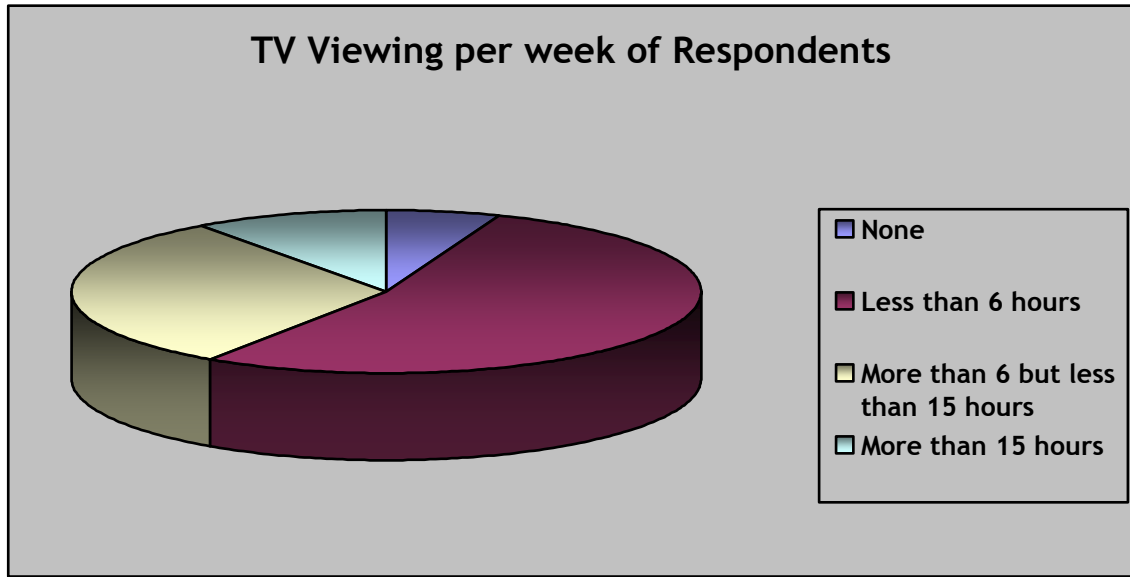


Table 8, TV viewing of respondents.

The vast majority of the respondents watch less than 15 hours per week. Some respondents were adamant that they watched none.

4. Segmentation Analysis

NB: Due to the often very small sample sizes of particular segments any analysis in the following section should be considered as indicative and as a suggestion for a further and more representative study.

4.1 Films Attended

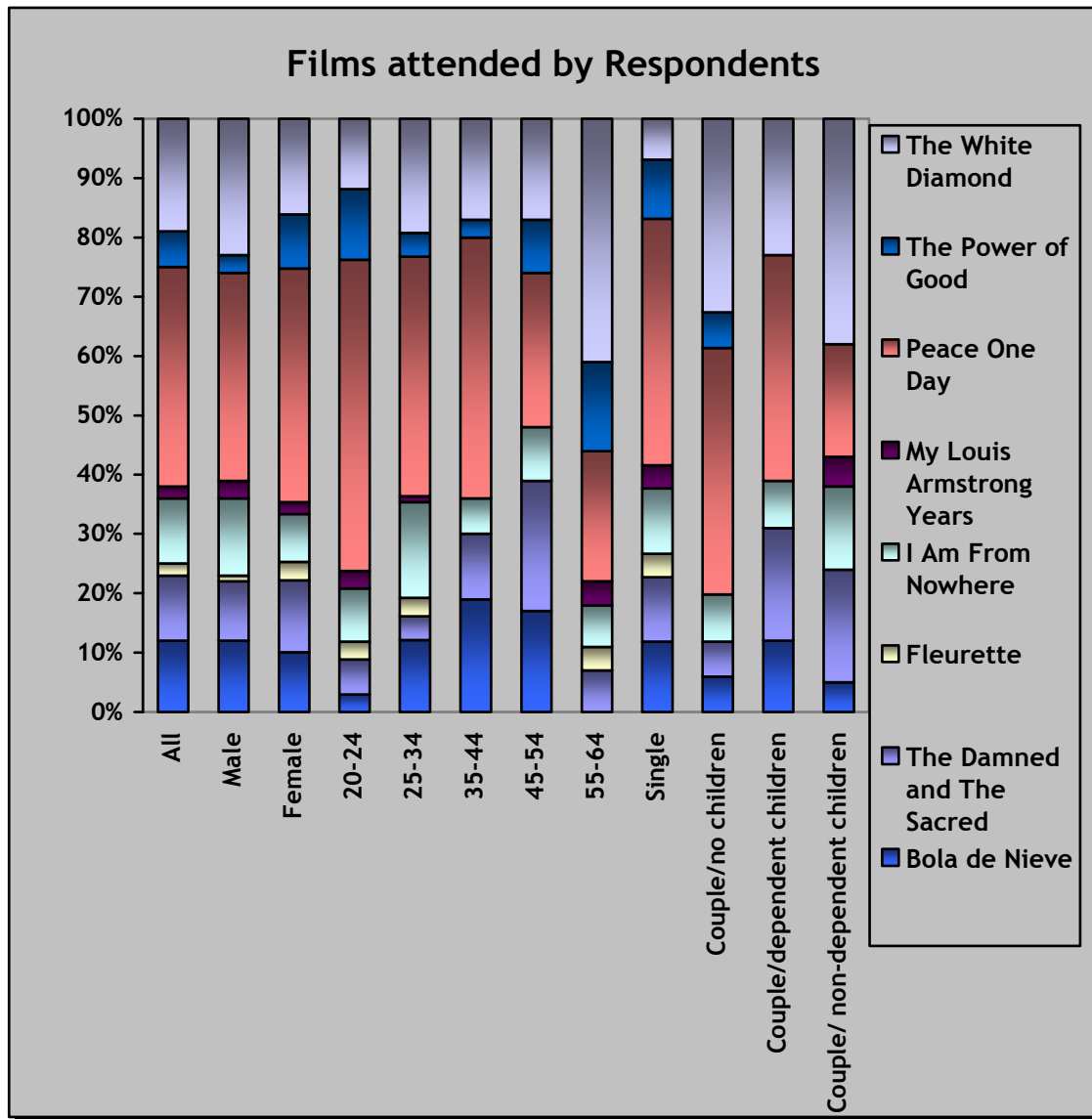


Table 9, Film attended according to segmentation.

The Female audience was different from the Male audience, mainly in their preference for 'Peace One Day' at the expense of 'The White Diamond'. The popularity of 'Peace One Day' declined with age whereas 'The White Diamond' audience increased, especially for those aged 55-64. The very visual nature of this Herzog documentary could have been a contributory factor. 'The White Diamond' also gained many of its admissions from Couples rather than Singles. 'I Am From Nowhere' was more popular with the younger cinemagoers. 'The Damned

and the Sacred’ was especially popular with Couples with dependent children, which is unsurprising considering its content. ‘The Power of Good’ had an untypical cluster at age 20-24 based on a recommendation by a University Tutor in Glasgow, and this particular film appealed predominantly to the older cinemagoer. Couples with children declined to attend this particular film - the subject matter was potentially disturbing. The most eclectic segments were aged those aged 20-24 and 55-64. Singles are also unsurprisingly much more eclectic than Couples.

4.2 Information Sources

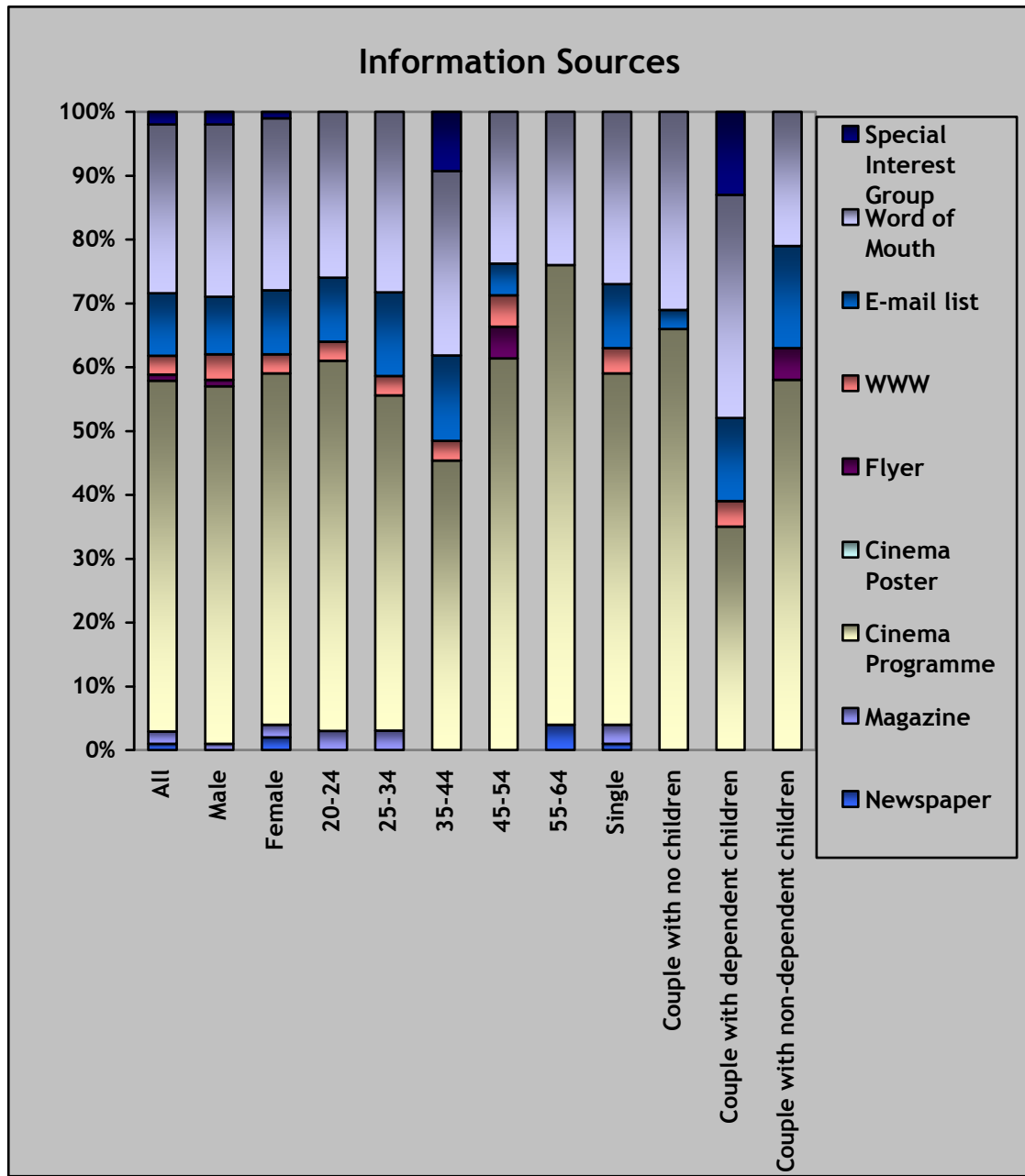


Table 10, Information Sources according to segmentation.

Couples with dependent children are an unusual segment. They do not access the Cinema Programmes as much as other groups and are especially reliant on Word of Mouth. It may well be that they have to be reached in conjunction with other means such as E-mail lists and Special Interest Groups. The range of information sources appears to narrow considerably at later ages, which could be addressed by Information and Communications Technology.

4.3 Preferred Genres

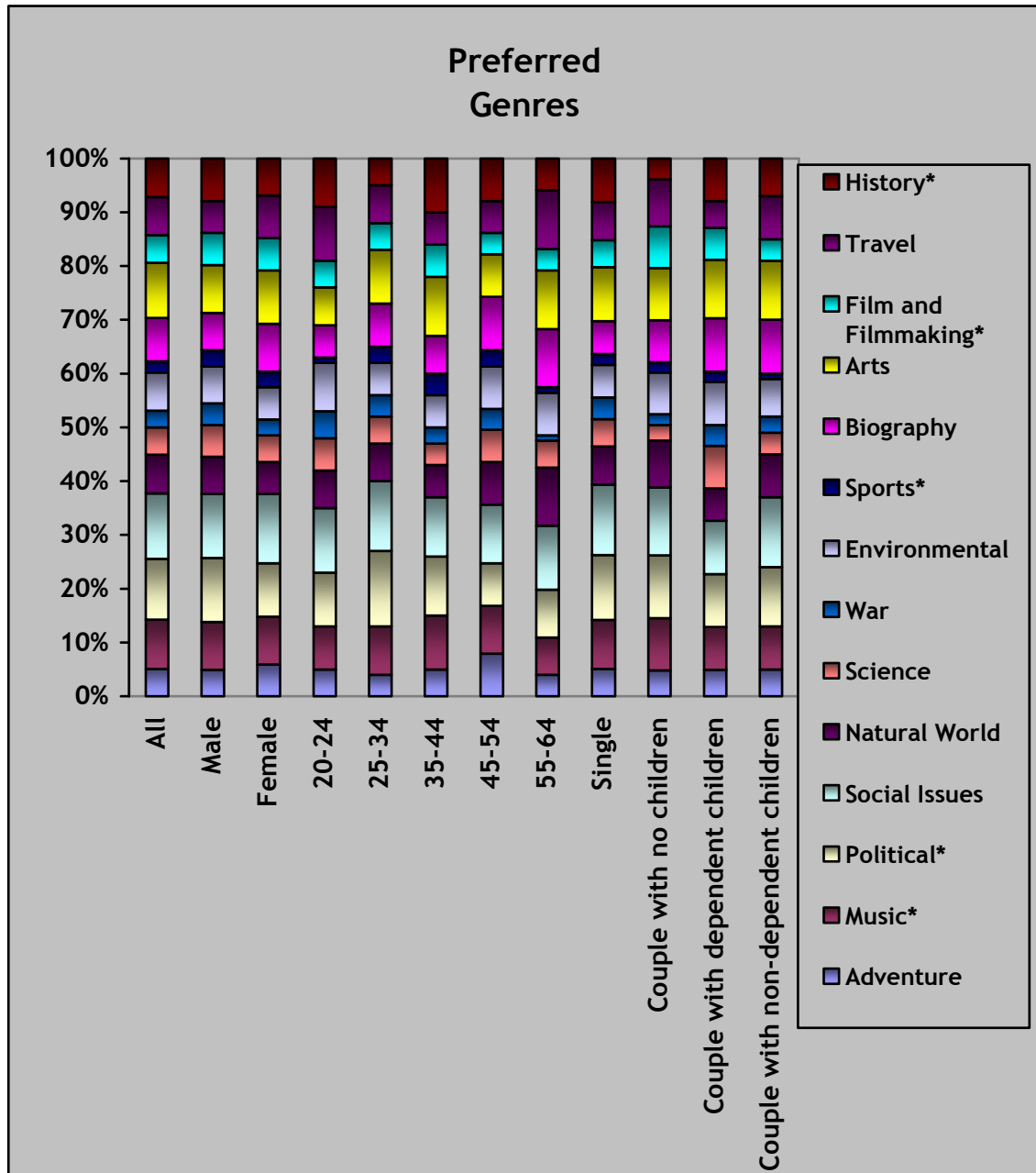


Table 11, Preferred Cinema Documentary Genres according to segmentation. Note * indicates a potential Docspace Season.

The preference for the Political genre is clustered around the 25-44 age group segment. There are also preferences for Environmental and Travel among the 20-24 age group and Biography among those aged 45-64. The Environmental genre also scores well with this latter segment. The visual nature of any material may be the reason why the Natural World is strong with those aged 45 and over. The popularity of the Music genre declines a little with age, which is not unsurprising. Travel appeals to those without dependent children. Couples with dependent children are the most distinctive segment of all: their preference for the most popular genres of Political and Social Issues is lower and their preference for relatively unpopular genres such as Science (there are well-documented worries UK-wide that children do not receive a suitable scientific education) is higher.

4.4 Important Qualities for Cinema Documentaries

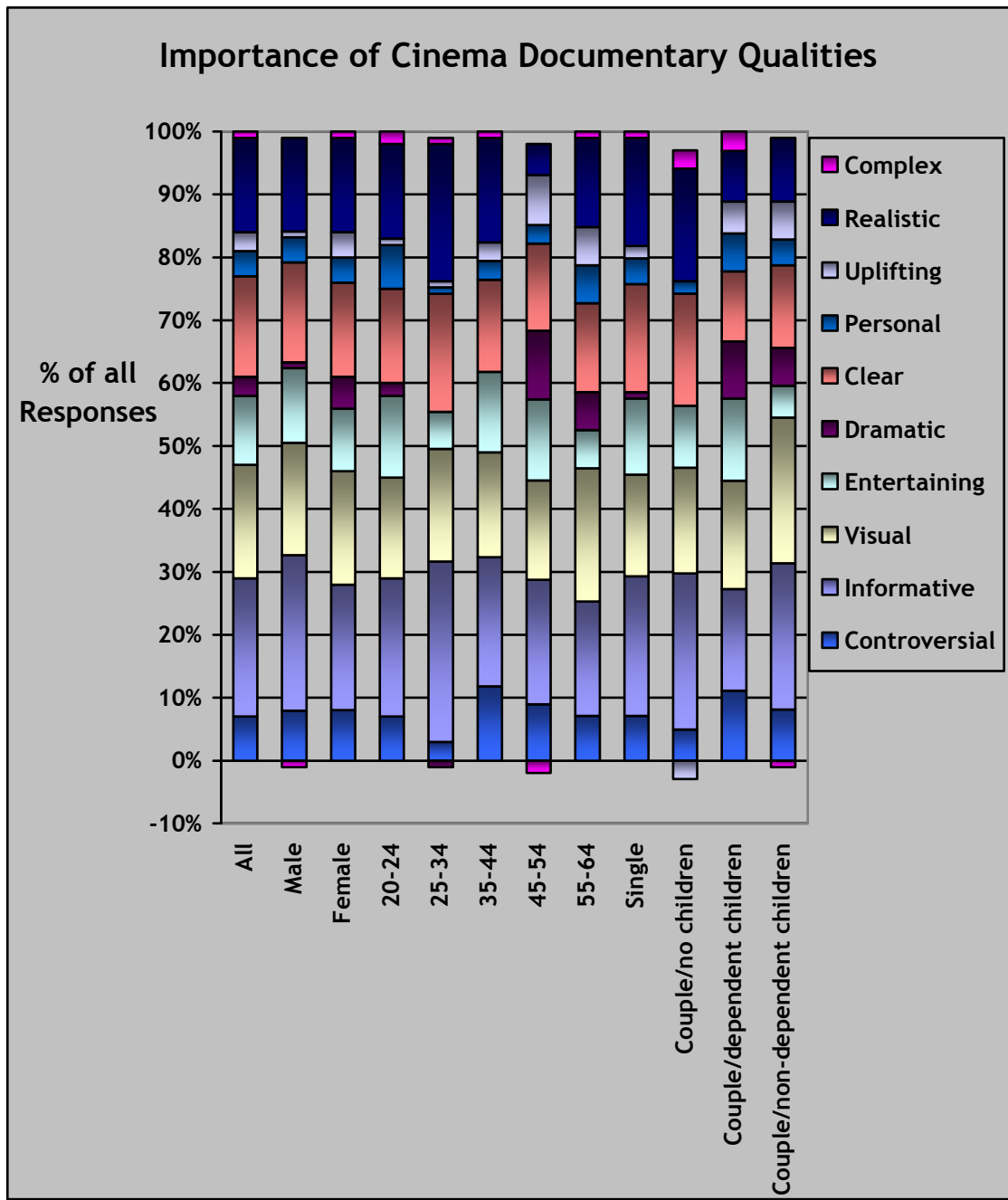


Table 12, Important Qualities of Cinema Documentaries according to segmentation.

Realism is less important for those with children and more important for those without. Content that is Dramatic and Uplifting material is requested by those aged 45-54 more than any other age group, which to a certain extent explains the attendance patterns of 'The Power of Good'. The age group 35-44 and 45-54 also seeks Entertainment more than any other age segment. The importance of Visual cinema documentaries becomes more marked with age, and this is corroborated by the performance of 'The White Diamond'. The importance of

Entertaining documentaries is most pronounced in Couples with dependent children. Controversy fares worst with the key 25-34 segment. Personal documentaries generate little enthusiam except with the especially young and especially old.

Appendix: Synopses of CinemaNet Europe Opening Festival Films

The following synopses are reproduced from the Docspace website (<http://www.docspace.org.uk>).

Bola De Nieve

Cuban, black, santero, homosexual, pro-revolutionary, the musician Igancio Willa, aka Bola de Nieve or Snowball, is one of the Latin American myths of the 20th century. Hailed as a 'black Garcia Lorca', who was this man who, with the piano and his voice, made Edith Piaf, Andrés Segovia, Pablo Neruda, Paul Robeson, Josephine Baker, Alejo Carpentier, Nicolás Guillén and Pedro Almodóvar tremble with emotion? We follow the life of this unique person, practically unknown except to the many people who loved him.

The Damned and the Sacred

A breathtaking portrait of a civilian population in wartime, *The Damned and The Sacred* presents the current Chechen war through the perspective of a traditional youth dance troupe, its coach, and others in its circle. As they witness bombings and cope with checkpoints and unfamiliar soldiers, the troupe members stubbornly prepare a tour of western Europe. Featuring exciting and often thrilling dances it presents a group of people struggling to declare and maintain their cultural independence.

Fleurette

*Do we really know those who are closest to us?
Do we want to know them? And they? Do they really want us to know them? Or not?*

In this award-winning documentary, a son tries to understand the troubled past of his 79-year-old mother, Fleurette. Notwithstanding her resistance to his questions, little by little, throughout the film, she reveals secret or voluntarily forgotten events. It is almost another life that emerges like a revelation.

I Am From Nowhere

Since 1952 countless films, documentaries, and reports have been made about Miková, the small village in Eastern Slovakia with a population of one hundred and fifty from where Andy Warhol's family emigrated to the US. Focussing on his relatives who still live there, *I Am From Nowhere* examines with humour the media's obsession with Miková, thus reflecting on fame, filming as well as being filmed, and on Warhol's legendary "15 minutes of fame".

My Louis Armstrong Years

My Louis Armstrong Years is the fabulous story of a mother, Glinda, and her musical prodigy son, Chantz (Chance), given the name because he should never have been born. They are originally from Mississippi, where the legends of gospel are merged with perpetual poverty. Glinda and Chantz spend their life on the road. Chantz plays the trumpet, dances in the street and subway, and performs on the world's most prestigious stages. The love-hate relationship between Glinda and her son spices the film with conflict and tenderness.

Peace One Day

Peace One Day was the opening film for the festival. It charts the remarkable five-year journey of the filmmaker Jeremy Gilley as he meets heads of state, Noble Peace Laureates, aid agencies, freedom fighters, media moguls, the innocent victims of war and, eventually, everyone who was anyone at the UN. An individual genuinely can make a difference: the film documented and inspired the establishment of the United Nations International Day of Peace as a day of global ceasefire and non-violence, now 21st September annually.

The Power of Good

In 1939, Nicholas Winton personally and by his own initiative saved the lives of 669 children, most of them Jewish, from Nazi-occupied Czechoslovakia and brought them across Hitler's Germany to his native Britain. For nearly 50 years, he kept secret how he rescued these children, but now he is often known as "Britain's Schindler." Winner of the International Emmy for 'Outstanding Documentary', The Power of Good describes how the caring of one man can make a difference to the lives of others.

The White Diamond

Werner Herzog's latest film The White Diamond is about the daring adventure of exploring the rainforest canopy with a novel flying device - the Jungle Airship. Airship engineer Dr. Graham Dorrington embarks on a trip to the giant Kaieteur Falls in the heart of Guyana, hoping to fly his helium-filled invention above the tree tops. But this logistic effort will not be without risk. Twelve years ago, a similar expedition into the unique habitat of the canopy ended in disaster when Dorrington's friend Dieter Plage fell to his death.