



DEMOGRAPHICS & FESTIVAL SNAPSHOT

“VIFF does seem to have been designed for the benefit of those who actually attend: people who love films and people who make them.” – Timothy Taylor, *The Globe and Mail*.

27th Vancouver International Film Festival – September 25 to October 10, 2008	
<p>Snapshot With nearly 150,000 admissions, the Vancouver International Film Festival is among the five biggest film festivals in North America. A fall fixture on the international film festival calendar, the 16-day VIFF is a microcosm of its home city: cosmopolitan, friendly, culturally complex, laid-back and accessible. The 2008 fest takes place September 25 to October 10.</p>	<p>Mandate The festival is a not-for-profit cultural society whose mandate is to encourage the understanding of other nations 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 and Canada.</p>
<p>VIFF Demographics (2007 survey) VIFF's audience is comprised predominantly of young, single, well-educated, media-savvy urban professionals with high disposable income. They mainly live in Vancouver and surrounding communities.</p> <p>Ages</p> <ul style="list-style-type: none"> • 10 percent are aged 18 to 24 • 23 percent are 25-34 • 28 percent are 35-44 • 19 percent are 45-54 • 20 percent are 55 and over <p>Household income</p> <ul style="list-style-type: none"> • \$100,000 and up – 16 percent • \$75,000 to \$99,999 – 17 percent • \$50,000 - \$74,999 – 31 percent • Under \$50,000 – 36 percent <p>Gender</p> <ul style="list-style-type: none"> • Males, 42 percent • Females, 58 percent <p>Education (multiple choice; totals more than 100)</p> <ul style="list-style-type: none"> • University degree, 63 percent • Some university, 17 percent • College or tech school, 16 percent • Completed high school, 8 percent <p>Key residential areas</p> <ul style="list-style-type: none"> • 73% Vancouver (28% west side; 21% east side; 20% downtown) • 9% Burnaby, New Westminister • 7% North Van, West Van, Lions Bay, Whistler • 5% Surrey, Delta, Langley, White Rock • 4% Richmond • 2% outside Lower Mainland 	<p>Audience highlights (2007 survey)</p> <ul style="list-style-type: none"> • Footloose and fancy free – 59% are single with no dependents; 16% are married with no children • Multiethnic, multilingual – 32 languages were identified as “first learned.” Many speak second languages. • 49 percent are home owners, with about half in a detached house and the balance in a condo • 48% are professional or technical; 11% are students • 8% work in the film industry; 5% study film • VIFF info sources used: 58% viff.org; 52% sneak preview guide; 47% program guide; 39% eBlasts <p>Media Impressions</p> <ul style="list-style-type: none"> • 157.2 million worldwide media impressions, including 42.0 million advertising impressions in the Vancouver area <p>VIFF.org</p> <ul style="list-style-type: none"> • 196,771 unique visitors; 328,000 visits; 3,937,025 page views; 26,687,957 hits <p>2007 VIFF Statistics</p> <ul style="list-style-type: none"> • 148,360 admissions • 337 films (232 features; 105 shorts) • 60+ countries • 648 screenings, including 50 media screenings. Most films are screened at least twice • 83 Canadian films (39 features; 44 shorts; selected from 623 Canadian submissions) • 90 documentaries (18 from Canada) • Premières: 15 world, 31 international, 37 North American and 40 Canadian • 10 screens at four theatres: Empire Granville 7 Cinemas (seven screens), Vancity Theatre, Pacific Cinémathèque and The Ridge • 750 volunteers • 400 accredited industry guests
<p>The festival also produces the annual Film and Television Forum, the largest event of its kind in Western Canada (3,000 attendees, including 1,200 delegates). It is geared toward the professional development of the local film and television community.</p>	
<p>Contact Betty Verkuil, director of development & communications, sponsors@viff.org, 604-685-0260</p>	