Audience Exit Survey

Prepared by:
New Zealand Film Commission
Te Tumu Whakaata Taonga
1 October 2015
Snapshot of *Born to Dance* Opening Weekend Audience
25 – 27 September 2015

**Overwhelmingly positive audience response**

- **Audience Ratings**
  - 81% rated the film **EXCELLENT** or **VERY GOOD**
  - 94% **WILL RECOMMEND** to friends & family

- **Strong word of mouth** driven by Facebook, cinema trailer, TV advertising and coverage. Instagram working well.

**Who Went**

- **Female skew**
  - 69% Female
  - 31% Male

- **Young**
  - 56% under 25 years old

- **Strong Māori and Pasifika turnout**
  - NZ European/Pakeha 47%
  - Maori 32%
  - Pacific Peoples 30%
  - Other European 5%
  - Asian/Indian 5%

- **Broad appeal — mostly friends and family groups**
  - With a friend 23%
  - Group of friends 15%
  - Older family group (adults) 23%
  - Young family group (teens/children) 13%
  - Couple/husband/wife 22%
  - By myself 4%

**Audiences motivations:** to see Stan Walker, a dance genre film, or a NZ film.

*NZ Film. Stan Walker promoting it. Dance Film.*

*I love dance movies and couldn't miss a NZ dance movie*

*Stan Walker and Parris Goebel are inspiring dancers and performers who I want to be like.*

**Frequent Cinemagoers**

- **Go to cinema** 14.8 times a year

Industry benchmark is 69% based on US industry norms for test screening

Source: Exit Interviews Auckland, Wellington and Christchurch (431)
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Awesome, amazing, funny, fun, dance and great/good are how the audience describe *Born to Dance*.

Note: The size of the word corresponds to the frequency that the word was mentioned.

Source: Exit Interviews Auckland, Wellington and Christchurch (431)