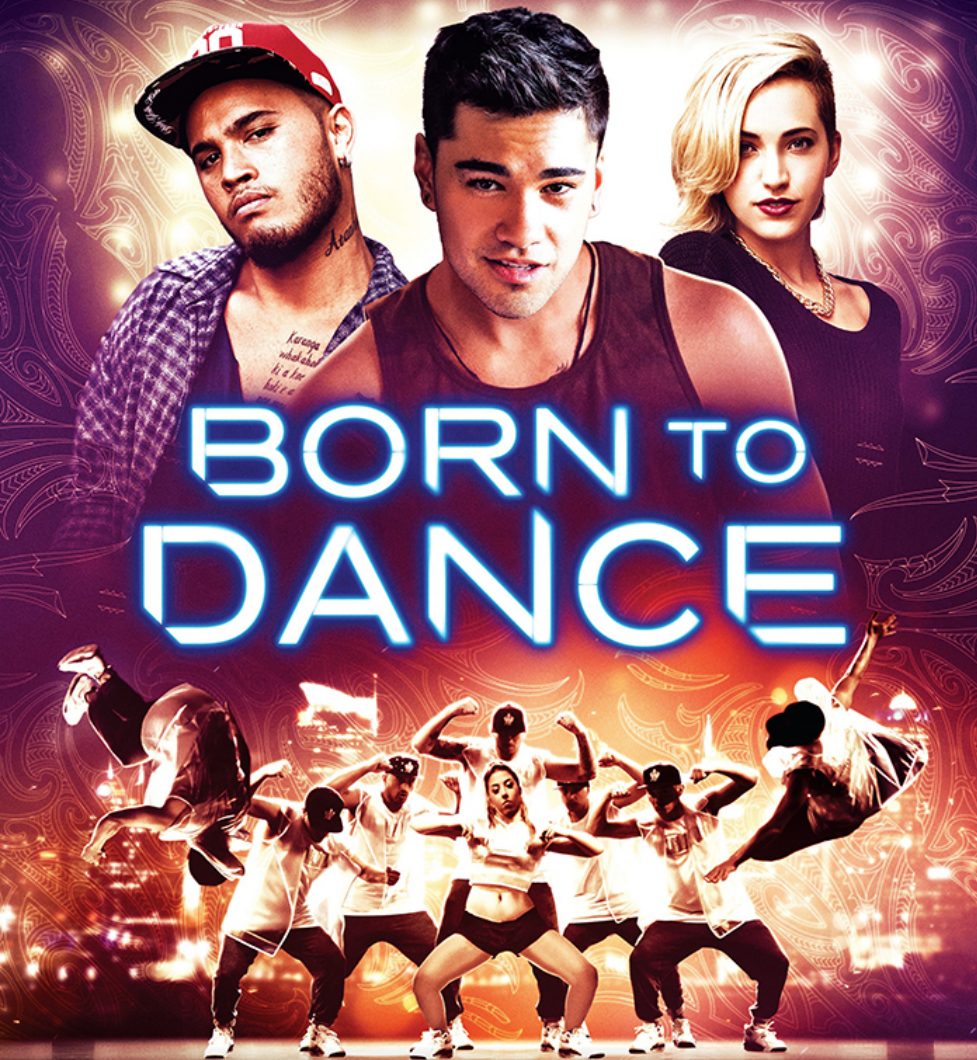


INTRODUCING

**TIA-TAHAROA
MAIPI**



tiff.40 toronto
international
film festival™
OFFICIAL SELECTION 2015


























NZ
FILM
COMMISSION
TE TUMU WHAKAATA TAONGA

Audience Exit Survey

Prepared by:

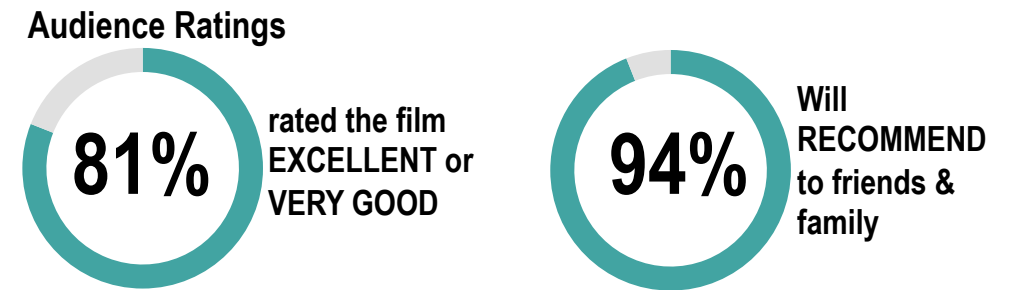
New Zealand Film Commission
Te Tumu Whakaata Taonga

1 October 2015

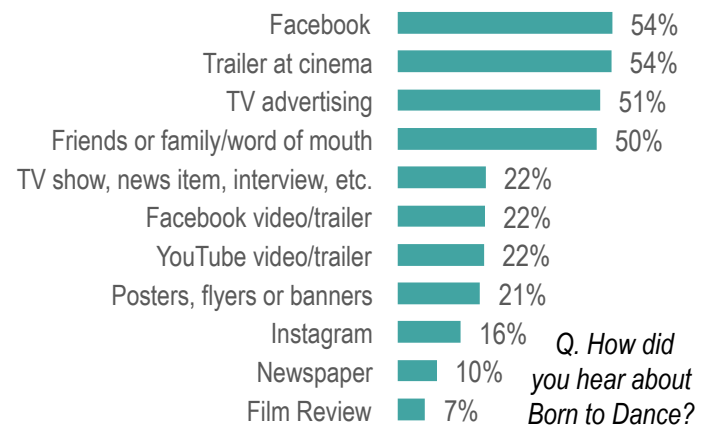
Snapshot of *Born to Dance* Opening Weekend Audience

25 – 27 September 2015

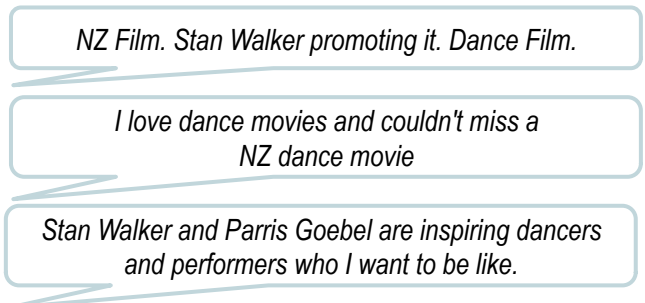
Overwhelmingly positive audience response



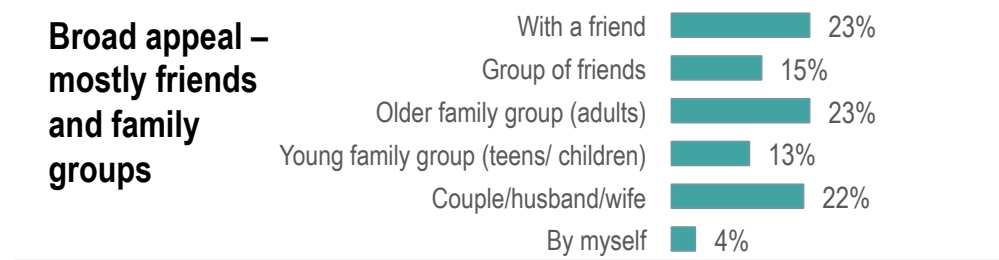
Strong word of mouth driven by Facebook, cinema trailer, TV advertising and coverage. Instagram working well.



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



Who Went



Frequent Cinemagoers

Go to cinema 14.8 times a year

25 – 27 September 2015

[illegible]

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

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