

Economia e Industria Cinematografica del Far East, uno sguardo d'insieme

Ritratto dello spettatore del Far East Film Festival

dott.ssa Cinzia Bertoletti

Udine, 6 maggio 2006

Le due indagini

2003

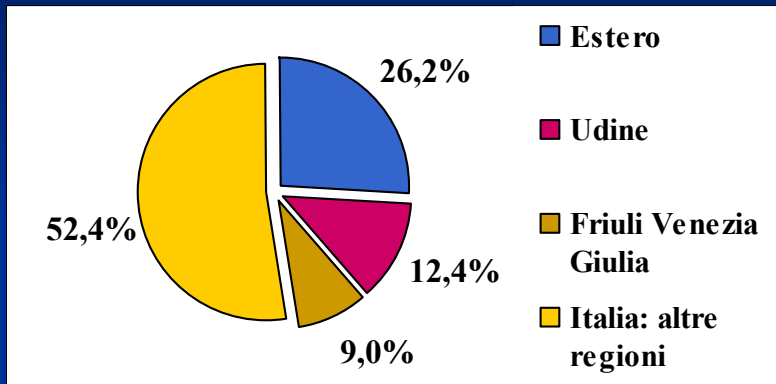
- Finalità: sondare il rapporto tra Festival e territorio (accreditati)
- Campione: 210 accreditati

2005

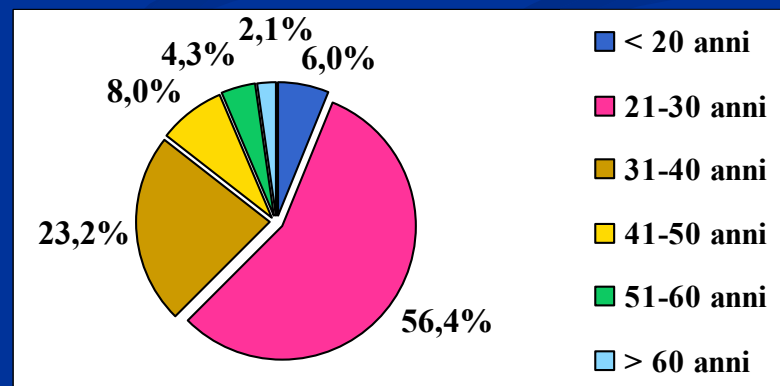
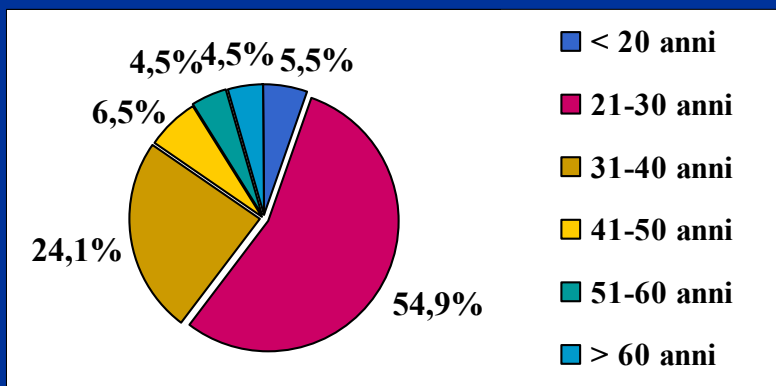
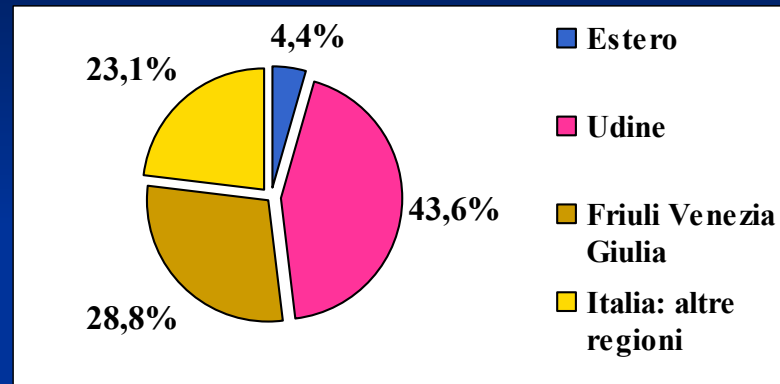
- Finalità: tracciare il ritratto dello spettatore comune (pubblico locale)
- Campione: 472 spettatori

Composizione del campione - 1

2003

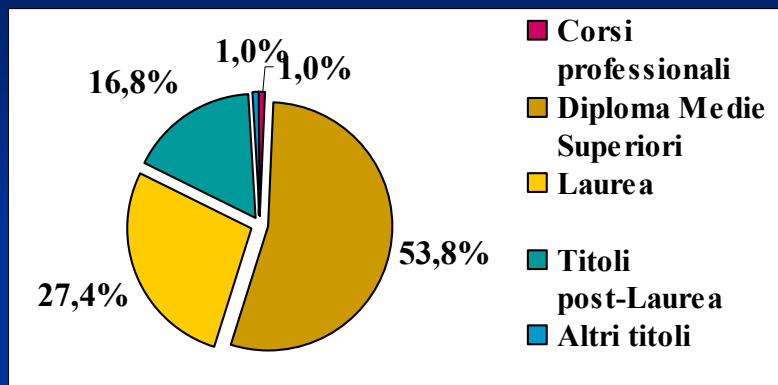


2005

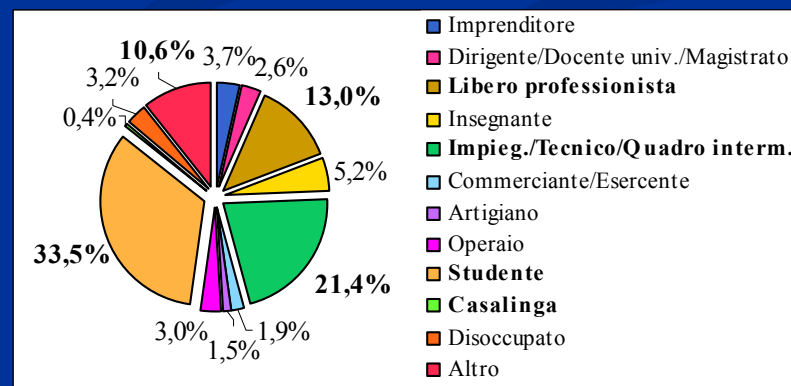
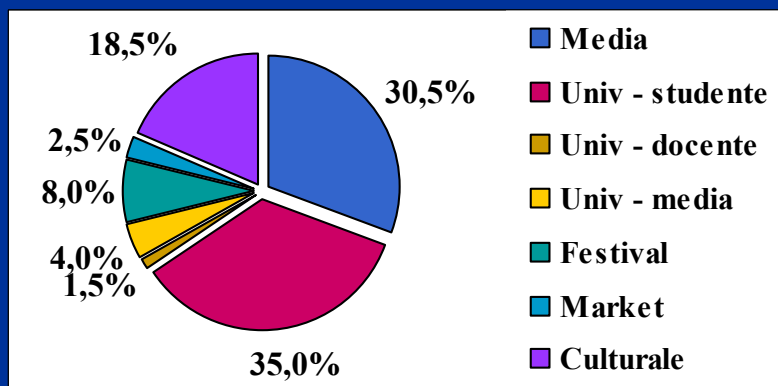
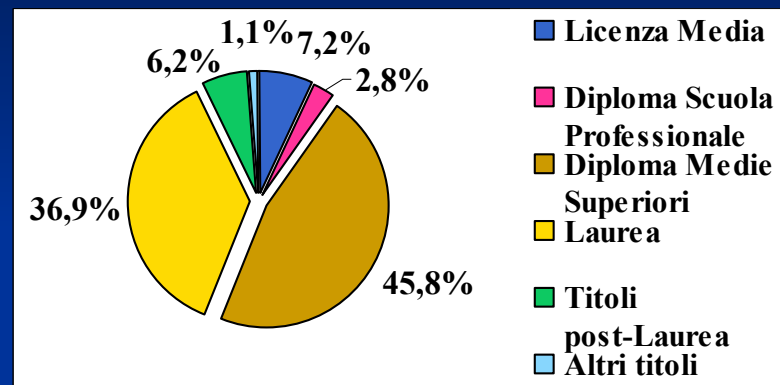


Composizione del campione - 2

2003



2005

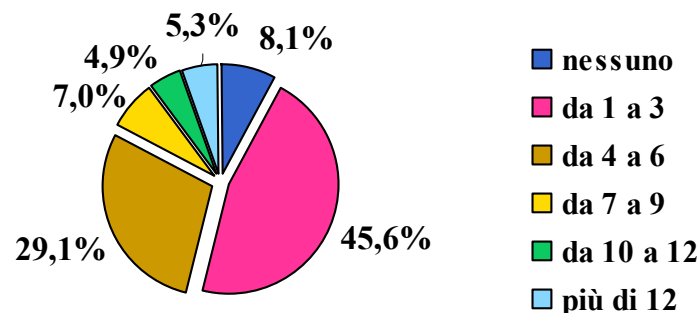


Fruizione del prodotto culturale negli ultimi 12 mesi (indagine 2005)

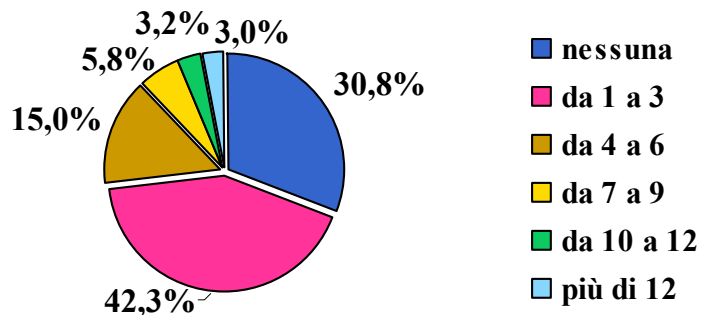
Frequenza media al cinema (volte)



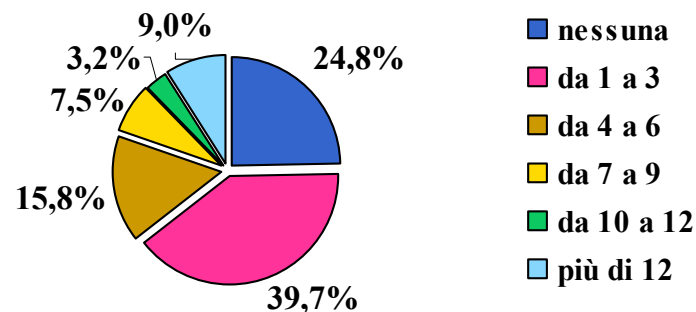
Musei visitati



Frequenza a teatro (volte)

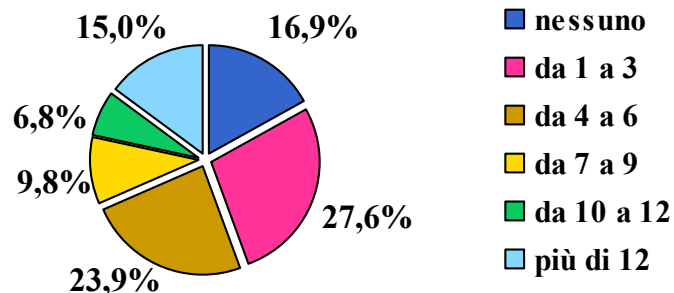


Frequenza a concerti (volte)

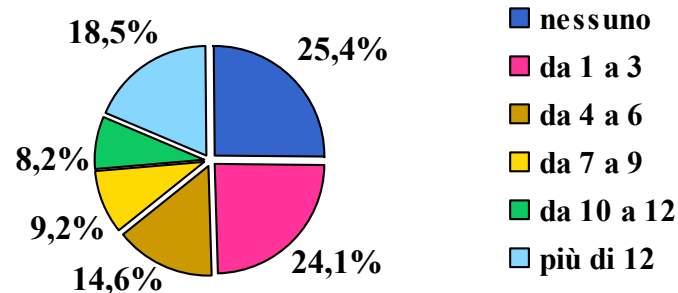


Fruizione del prodotto culturale negli ultimi 12 mesi (indagine 2005)

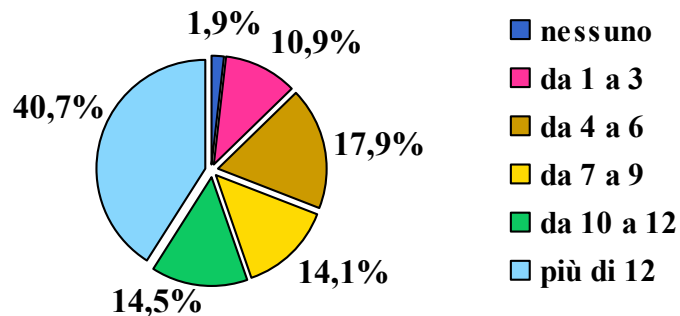
CD acquistati, in media, in un anno



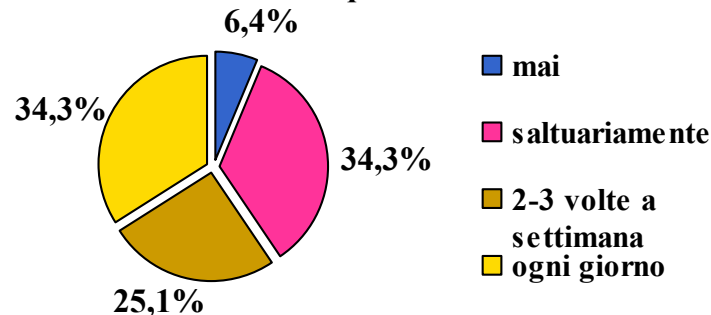
DVD acquistati, in media, in un anno



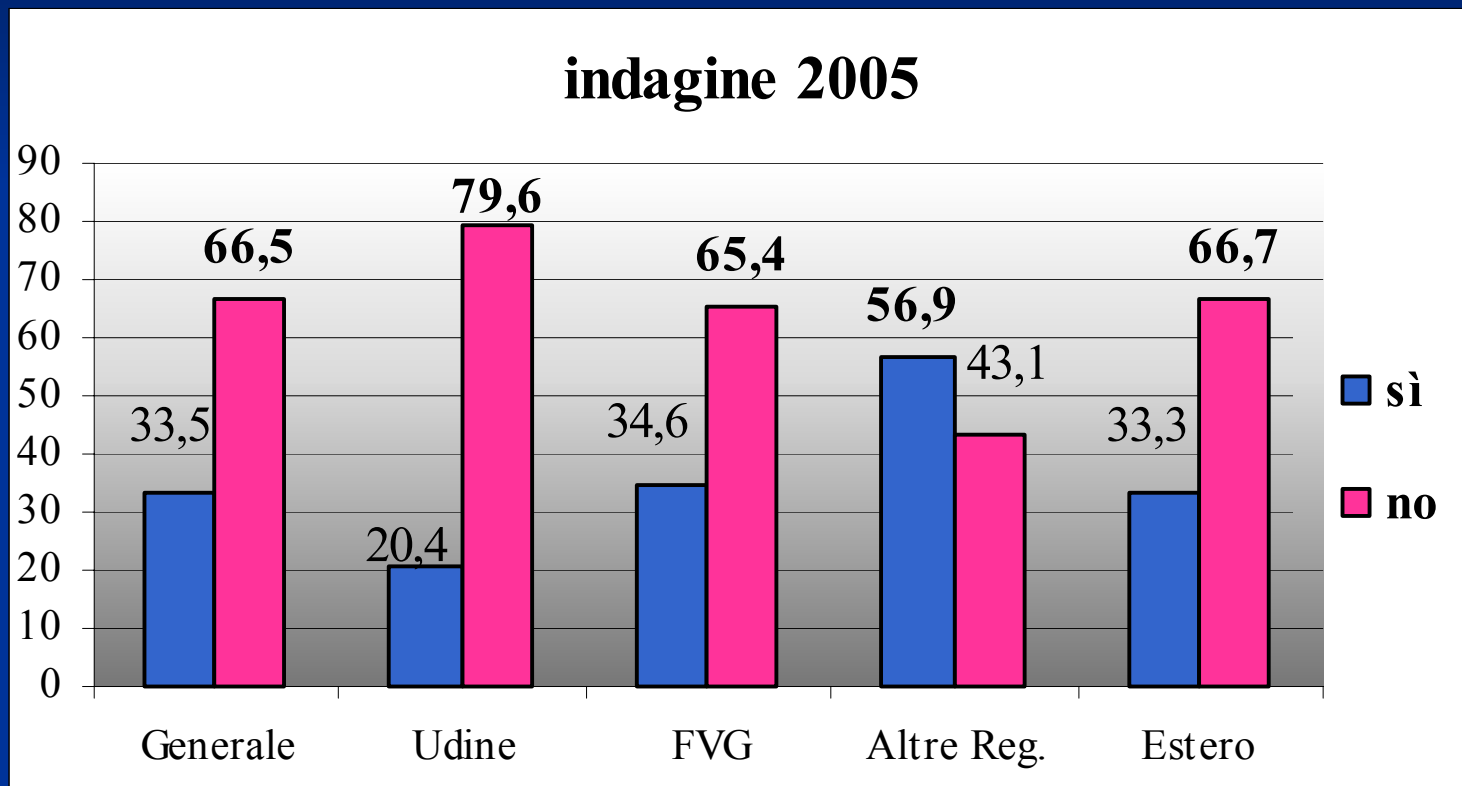
Libri letti, in media, in un anno



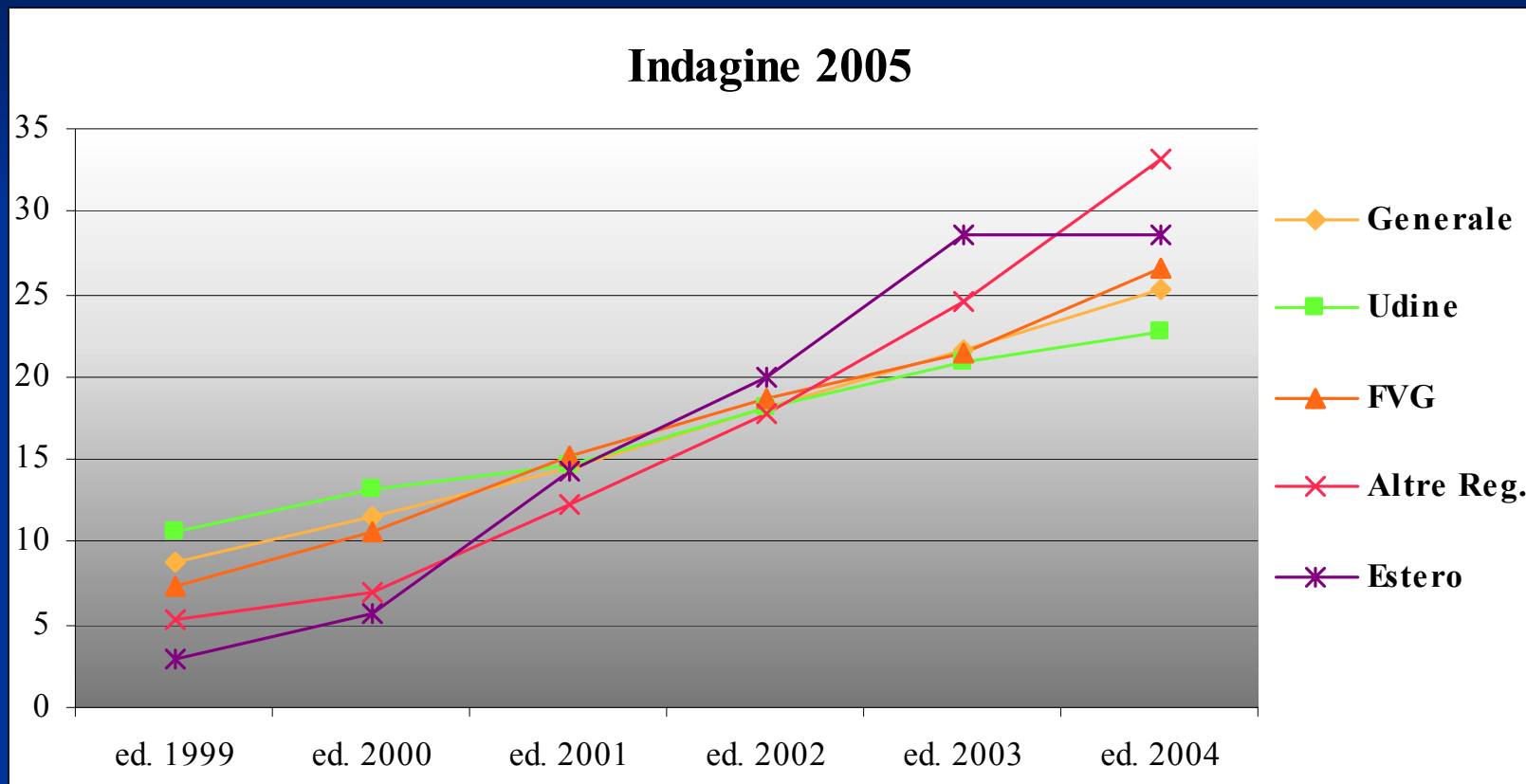
Letture di quotidiani



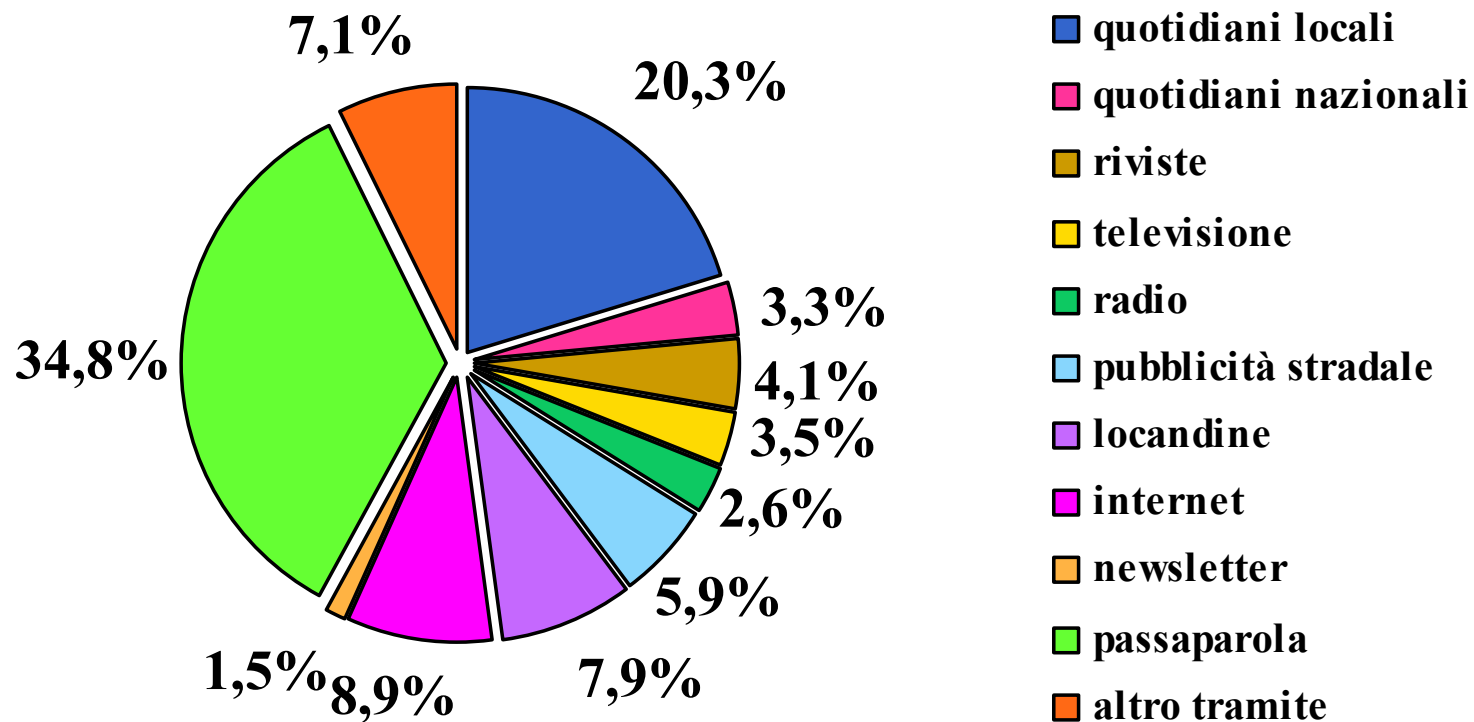
% di prima partecipazione al FEFF



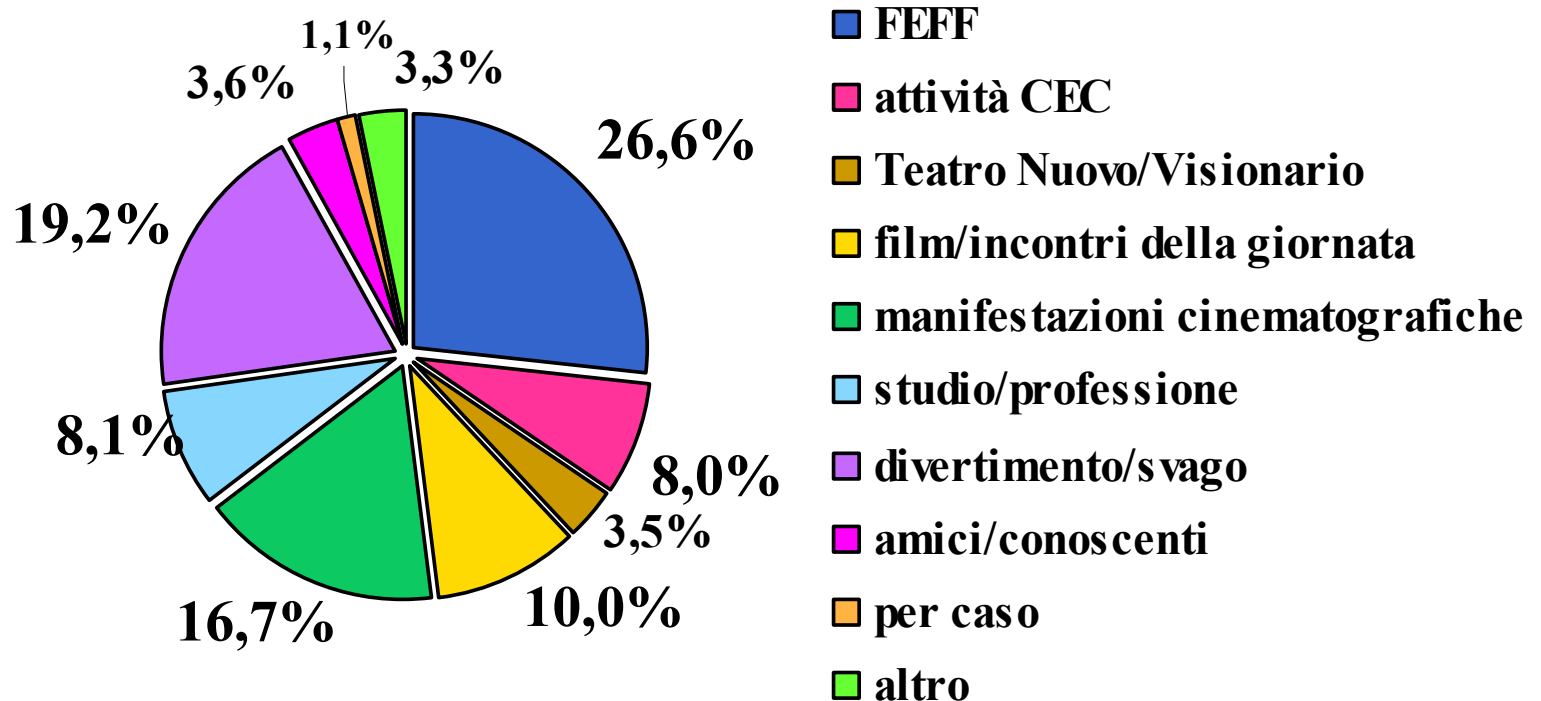
Frequenza alle singole edizioni, in relazione alla provenienza (%)



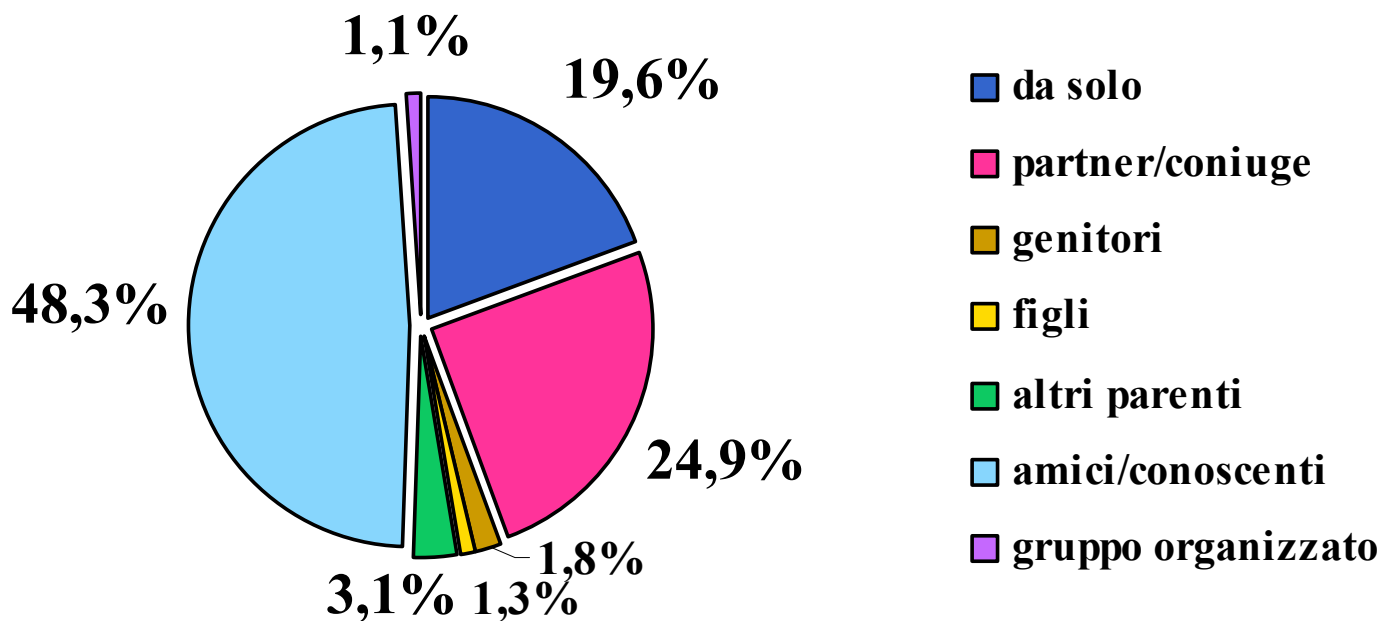
Tramite per la conoscenza del FEFF



Motivazione a seguire il FEFF

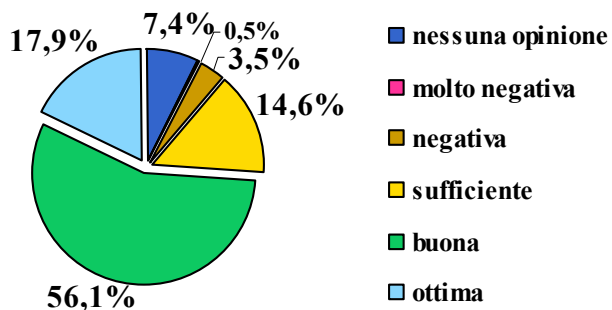


Con chi l'intervistato assiste alle proiezioni

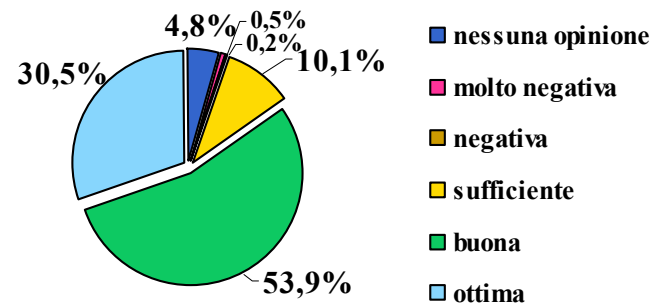


Alcune valutazioni sul Festival

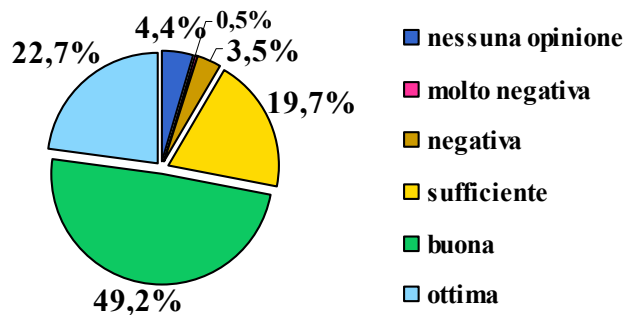
Aspetti tecnico-logistici



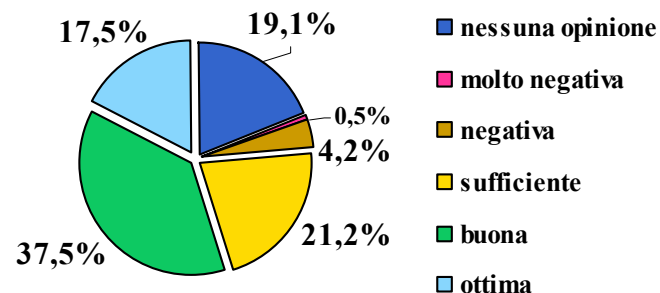
Organizzazione



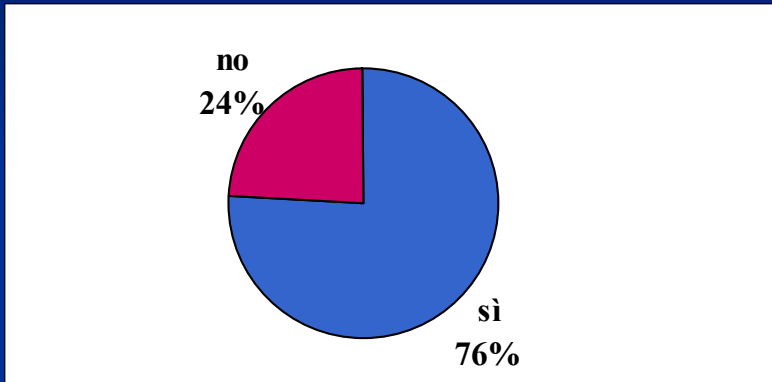
Materiali informativi



Informazioni online

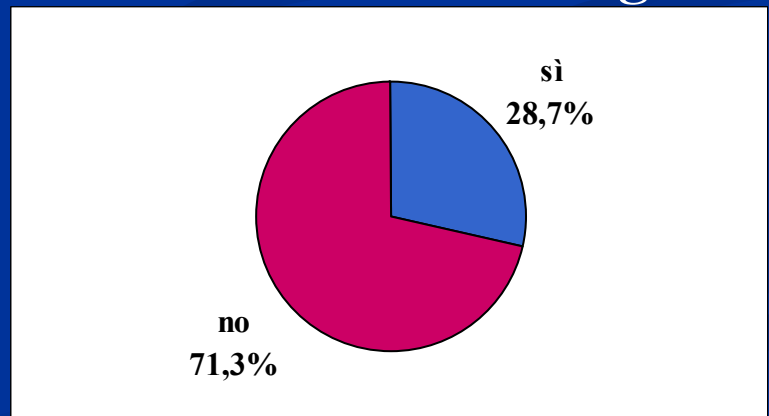


Visita di Udine e della Regione durante il FEFF (indagine 2003)

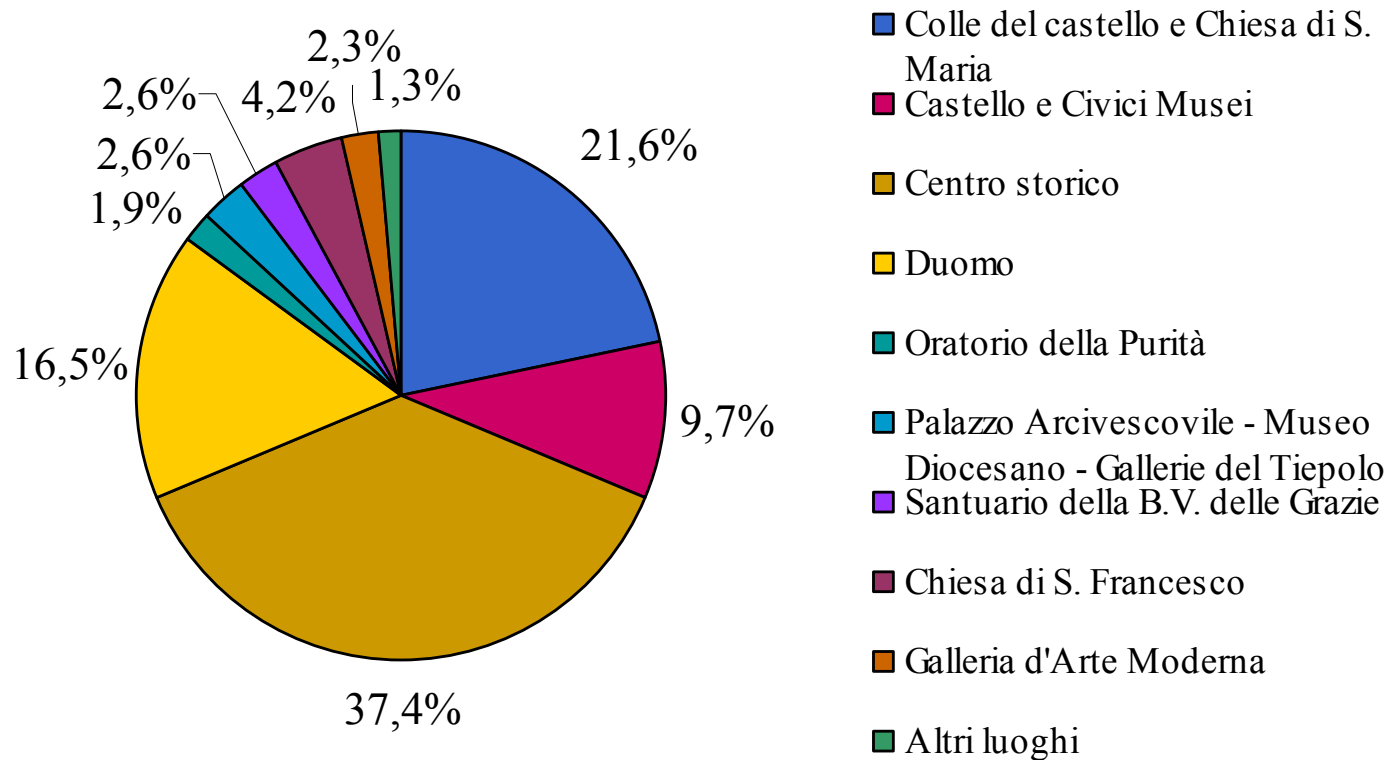


Udine

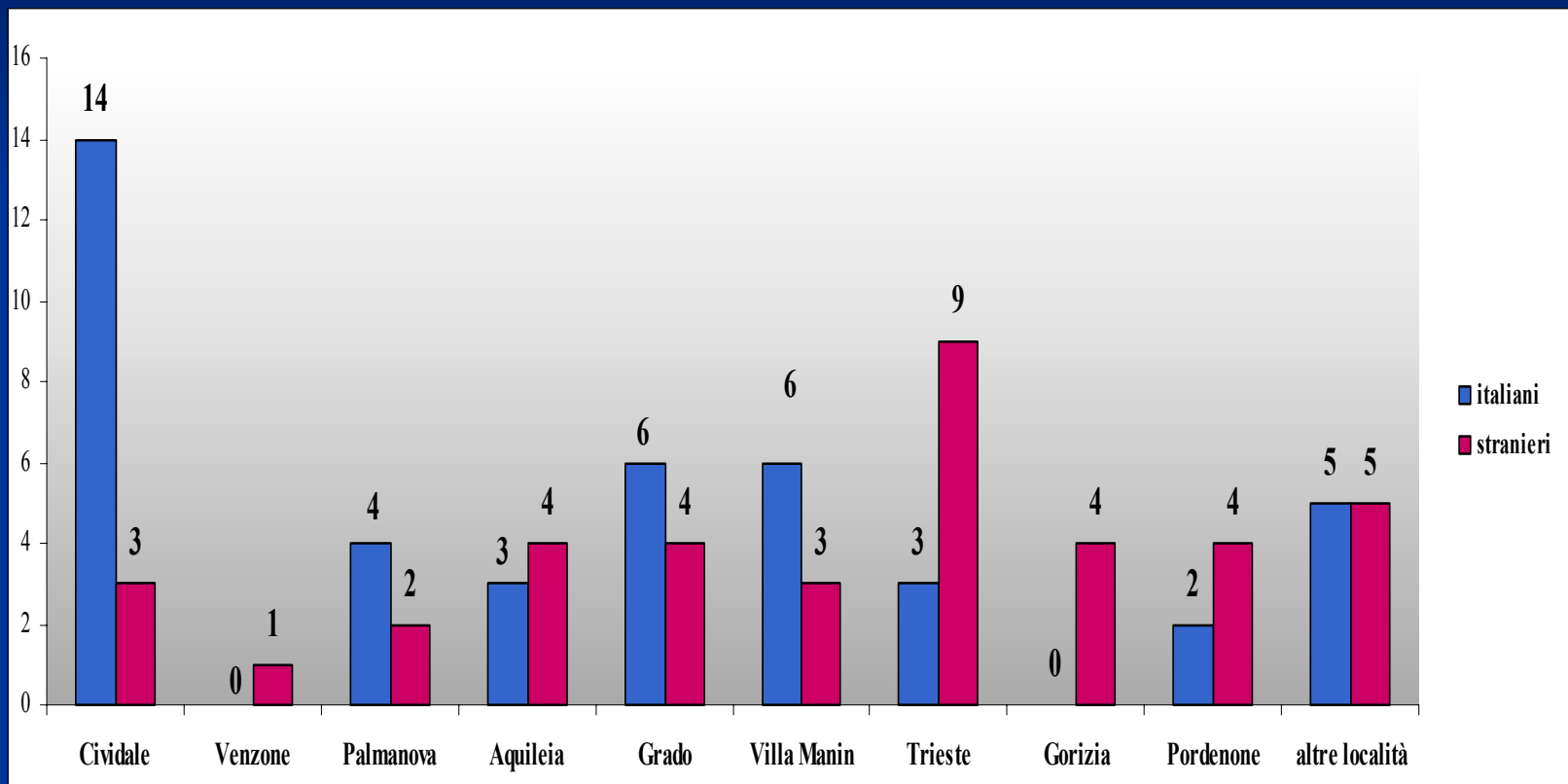
Regione



Visita di Udine durante il FEFF (indagine 2003)



Visita della Regione durante il FEFF (indagine 2003)



Lo spettatore del FEFF

- Classe di età: 20-40 anni
- Livello di istruzione elevato
- Cinefilo
- Fidelizzato al Festival
- È venuto a conoscenza dell'evento tramite passaparola o quotidiani locali
- Viene a Udine per il Festival e difficilmente fa escursioni fuori città