

Oscar Shorts Audience Survey Results & DVD Winners

The following is a summary of the Oscar Shorts audience survey results. Those who enjoy reading statistics will find tables with supporting data appended after these highlights.

556 individuals responded to the Oscar Shorts audience survey, with the actual number of responses varying by question. Thank you all for your participation, this helps us learn and improve.

45% were first-time visitors to the Redmoor – thank you for taking the risk of attending films in a non-traditional environment. **26% were first-time attendees of Cincinnati World Cinema** – welcome to the family! And many thanks to the 74% who continue to support CWC with your repeat attendance.

Event Quality. Ratings were congruent with CWC standards of excellence. For all programs, all screenings, **92% rated quality as Very Good/Excellent.** Respondents slightly preferred Program A over Program B, 94% rating Very Good/Excellent versus 91%.

Film Scores. Audience members were asked to rate each film on a 5.0 scale, with 1.0 = poor, 2.0 = fair, 3.0 = good, 4.0 = very good and 5.0 = excellent. Individual film scores were higher for live-action versus animated films, as has been the case over our nine years of presenting Oscar Shorts. But, more people cast Oscar votes for animated than for live-action films.

Starting with Live Action, **The New Tenants** had the highest film score, 4.47 out of 5.00, followed by **Abracadabra**, 4.39; **The Door**, 4.25; and **Kavi** with 4.24. The non-nominated **Extreme Sheep** and **Moscow Cats** scored higher than nominee **Miracle Fish**, and **Carousel** was in the cellar.

The Animated film race was much tighter, with only 0.05 separating the top three films – **Logorama**, **Loaf & Death** and non-nominee **The Kinematograph**, with 4.23, 4.22 and 4.18 respectively. Next were **Granny O’Grimm**, **Lady & The Reaper**, **French Roast** and **Runaway**, with the student film **Afternoon Delight** in the cellar.

In Program A, non-nominees **The Kinematograph** and **Extreme Sheep** did well, scoring higher than Academy nominees **French Roast** and **Miracle Fish**. In Program B, the Oscar nominated films held the top five spots without difficulty.

Oscar Votes. In addition to numeric film scores, survey participants were asked to vote for their choice for the live-action and animated Oscars, by program and by genre. CWC audiences echoed the Academy this year with their Oscar votes. **The New Tenants** dominated the Live-Action slate with 119 votes, followed by **Abracadabra** with 85 and **Kavi** well back with 68. The rest of the pack ranged from 51 down to 4.

With 128 Oscar votes, **Logorama** enjoyed a similar margin in the Animated film race, besting non-nominee **The Kinematograph** with 95 and **Loaf & Death** with only 74. The rest of the pack ranged from 47 down to 2.

The Kinematograph did quite well in the Oscar voting – a distant second to **Logorama** on Sunday, but tying **Logorama** for first place on Wednesday. Against the total field **The Kinematograph** finished second, defeating the favored **Loaf & Death** by 21 votes.

Venue Rating. 65% rated the Redmoor as Very Good/Excellent for film. 25% thought the Redmoor was Good, 7% said Fair and 3% said Poor. For the ten percent who were less than ecstatic, please know that we are constantly striving to improve the elements under our control. We hope you will appreciate that a cabaret/restaurant has innate limitations when it comes to presenting film – we cannot remake the venue into something it is not.

There were very few negative comments on the survey forms this year, as most folks realize that Redmoor is not a traditional movie house. Several comments justifiably addressed problems with food service on Sunday. While audience size was the same as last year, the number of food orders on Sunday doubled – a positive development – but the Redmoor staff was overwhelmed by the task of providing a lot of meals in a limited period of time. This problem was resolved for the Tuesday and Wednesday screenings – kudos to Brian, Mandie and the Redmoor staff for their rapid adjustment and hard work.

DVD Winners

We drew from completed survey forms for each of the Oscar Shorts screenings and the winners are:

Sunday, Program A Patty Thomas, West Chester

Sunday, Program B Gretchen Hensel, Indian Hill

Tuesday, Program A Grace Pedoto, North Bend

Wednesday, Program B Lonnie Slone, Ft. Thomas

Winners will receive their choice of Program 1 or Program 2 from the CWC ShortsFest. Film descriptions are on the CWC website: http://www.cincyworldcinema.org/y_80923s.php.

Contact Tim at 859 781 8151 with your selection and we'll arrange to have your DVD at Will Call for the next film event you attend.

Audience Ratings by Genre - Live-Action and Animated

[1] LIVE-ACTION

Rating Scale: 5.0 - Excellent 4.0 - Very Good 3.0 - Good 2.0 - Fair 1.0 - Poor

Live-action Film Rank by Audience Score

Rank	Film Title	Avg. Score
1	The New Tenants	4.47
2	Abracadabra	4.39
3	The Door	4.25
4	Kavi	4.24
5	Extreme Sheep	4.15
6	Moscow Cats	3.76
7	Miracle Fish	3.62
8	Carousel	3.29

Live-action Film Rank by Number of Oscar Votes

Film Title	Oscar Votes	423 votes cast
The New Tenants	119	
Abracadabra	85	
Kavi	68	
The Door	51	
Miracle Fish	51	
Extreme Sheep	32	
Moscow Cats	13	
Carousel	4	

[2] ANIMATED

Rating Scale: 5.0 - Excellent 4.0 - Very Good 3.0 - Good 2.0 - Fair 1.0 - Poor

Animated Film Rank by Audience Score

Rank	Film Title	Avg. Score
1	Logorama	4.23
2	Loaf & Death	4.22
3	The Kinematograph	4.18
4	Granny O'Grimm	4.07
5	Lady & The Reaper	3.94
6	French Roast	3.78
7	Runaway	3.38
8	Afternoon Delight	3.12

Animated Film Rank by Number of Oscar Votes

Film Title	Oscar Votes	435 votes cast
Logorama	128	
The Kinematograph	95	
Loaf & Death	74	
Lady & The Reaper	47	
Granny O'Grimm	45	
French Roast	31	
Runaway	13	
Afternoon Delight	2	

Audience Film Scores, Oscar Votes & Quality Rating, by Program

[3] PROGRAM A AUDIENCE FILM SCORES, Program Overall & Individual Films

Rating Scale: 5.0 - Excellent 4.0 - Very Good 3.0 - Good 2.0 - Fair 1.0 - Poor

Sunday Screening, 124 responses

Tuesday Screening, 180 responses

All Screenings, 304 responses

Rank	Film Title	Score	Film Title	Score	Film Title	Score
	Program A, Overall	4.37	Program A, Overall	4.44	Program A, Overall	4.41
1	Logorama	4.37	Abacadabra	4.45	Abacadabra	4.39
2	Abacadabra	4.31	Kavi	4.35	Kavi	4.24
3	Extreme Sheep	4.31	The Kinematograph	4.20	Logorama	4.23
4	The Kinematograph	4.11	Logorama	4.10	The Kinematograph	4.16
5	Kavi	4.09	Extreme Sheep	4.03	Extreme Sheep	4.15
6	French Roast	3.77	French Roast	3.79	French Roast	3.78
7	Miracle Fish	3.52	Miracle Fish	3.72	Miracle Fish	3.62
8	Afternoon Delight	3.23	Afternoon Delight	3.05	Afternoon Delight	3.12

[4] PROGRAM A AUDIENCE OSCAR PICKS

In addition to rating each film, survey participants were asked to pick live-action and animated Oscar Winners in each program.

Votes cast Sunday:
115 animation, 94 live-action

Votes cast Wednesday:
141 animation, 142 live-action

Votes cast Total:
256 animation, 236 live-action

Film Title	Votes	Film Title	Votes	Film Title	Votes			
<i>Animation</i>			<i>Animation</i>			<i>Animation</i>		
Logorama	68	Logorama	60	Logorama	128			
The Kinematograph	35	The Kinematograph	60	The Kinematograph	95			
French Roast	12	French Roast	19	French Roast	31			
Afternoon Delight	--	Afternoon Delight	2	Afternoon Delight	2			
<i>Live-Action</i>			<i>Live-Action</i>			<i>Live-Action</i>		
Abacadabra	32	Abacadabra	53	Abacadabra	85			
Extreme Sheep	22	Kavi	49	Kavi	68			
Miracle Fish	21	Miracle Fish	30	Miracle Fish	51			
Kavi	19	Extreme Sheep	10	Extreme Sheep	32			

[5] PROGRAM A AUDIENCE RATINGS, Overall Quality of Oscar Shorts Program A

Sunday Screening, 114 responses

Excellent	42%
Very Good	53%
Good	5%
Fair	--
Poor	--

Tuesday Screening, 167 responses

Excellent	50%
Very Good	43%
Good	7%
Fair	--
Poor	--

All Screenings, 281 responses

Excellent	47%
Very Good	47%
Good	6%
Fair	--
Poor	--

[6] PROGRAM B AUDIENCE FILM SCORES, Program Overall & Individual Films

Rating Scale: 5.0 - Excellent 4.0 - Very Good 3.0 - Good 2.0 - Fair 1.0 - Poor

Sunday Screening, 110 responses

Rank	Film Title	Score
	Program B, Overall	4.32
1	The New Tenants	4.62
2	Loaf & Death	4.33
3	The Door	4.25
4	Granny O'Grimm	4.16
5	Lady & The Reaper	4.09
6	Moscow Cats	3.69
7	Carousel	3.35
8	Runaway	3.32

Wednesday Screening, 142 responses

Rank	Film Title	Score
	Program B, Overall	4.33
	The New Tenants	4.35
	The Door	4.24
	Loaf & Death	4.15
	Granny O'Grimm	4.00
	Lady & The Reaper	3.81
	Moscow Cats	3.81
	Runaway	3.44
	Carousel	3.24

All Screenings, 252 responses

Rank	Film Title	Score
	Program B, Overall	4.33
	The New Tenants	4.47
	The Door	4.25
	Loaf & Death	4.22
	Granny O'Grimm	4.07
	Lady & The Reaper	3.94
	Moscow Cats	3.76
	Runaway	3.38
	Carousel	3.29

[7] PROGRAM B AUDIENCE OSCAR PICKS

In addition to rating each film, survey participants were asked to pick live-action and animated Oscar Winners in each program.

Votes cast Sunday:
115 animation, 94 live-action

Film Title	Votes
<i>Animation</i>	
Loaf & Death	34
Lady & The Reaper	22
Granny O'Grimm	18
Runaway	5
<i>Live-Action</i>	
The New Tenants	59
The Door	23
Moscow Cats	4
Carousel	1

Votes cast Wednesday:
100 animation, 104 live-action

Film Title	Votes
<i>Animation</i>	
Loaf & Death	40
Granny O'Grimm	27
Lady & The Reaper	25
Runaway	8
<i>Live-Action</i>	
The New Tenants	64
The Door	28
Moscow Cats	9
Carousel	3

Votes cast Total:
179 animation, 191 live-action

Film Title	Votes
<i>Animation</i>	
Loaf & Death	74
Lady & The Reaper	47
Granny O'Grimm	45
Runaway	13
<i>Live-Action</i>	
The New Tenants	123
The Door	51
Moscow Cats	13
Carousel	4

[8] PROGRAM B AUDIENCE RATINGS, Overall Quality of Oscar Shorts Program B

Sunday Screening, 103 responses

Excellent	49%
Very Good	39%
Good	13%
Fair	--
Poor	--

Wednesday Screening, 137 responses

Excellent	44%
Very Good	50%
Good	7%
Fair	--
Poor	--

All Screenings, 240 responses

Excellent	46%
Very Good	45%
Good	10%
Fair	--
Poor	--

[9] **EVENT QUALITY** **AUDIENCE RATINGS, Overall Quality of Oscar Shorts by Program and in Total**

Program A, 281 responses

Excellent 47%
 Very Good 47%
 Good 6%
 Fair --
 Poor --

Program B, 240 responses

Excellent 46%
 Very Good 45%
 Good 9%
 Fair --
 Poor --

Total Event, 521 responses

Excellent 46%
 Very Good 46%
 Good 8%
 Fair --
 Poor --

[10] **VENUE RATING & MISC. DEMOGRAPHIC INFO**

Audience Rating, Redmoor as a Film Venue
 444 responses

Excellent 27%
 Very Good 38%
 Good 25%
 Fair 7%
 Poor 3%

State of Residence
 556 responses, 512 identifiable by state

From OH 92%
 From KY 8%

New Faces

First visit to 45%
 the Redmoor of 478 responses
 First visit 26%
 to CWC of 463 responses