

NFVF releases *Skin* audience research

National Film and Video Foundation (NFVF) has released a study this week, intended to establish the attitude of the learners towards local films, while looking at their viewing trends and barriers to attending cinemas.



The study was carried out in February 2010 on 16-20-year-old matriculants in KwaZulu-Natal, Gauteng and the Western Cape provinces who attended a viewing of *Skin* at their local cinemas.

Of the 412 learners participating in the survey, 10.6% of the respondents had not been to a cinema because movie tickets were expensive (19.2%) or they did not have time to go to the movies (22.9%). Only a small fraction of the respondents did not like movies generally.

The learners expressed appreciation of local productions as films such as *Jerusalema*, *Tsotsi* and *White Wedding*, which were popular among the respondents and most of them had watched more films on DVD, both local and international.

Most of the learners revealed that they spend their pocket money on entertainment (41.1%) and are prepared to pay R15 for a movie ticket (24.1%) while another 18% are prepared to pay R20.

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