



national film and video foundation
— SOUTH AFRICA —

AUDIENCE DEVELOPMENT RESEARCH REPORT March 2010





A learner from Eastbank High School being interviewed by YoTV crew

It film builds me as a South African, It
clearly highlights my origin as a South
African child. I feel appreciated and
honoured and most of all I am proud to
be a South African child. This film
made me see the rainbow nation from within.

Phindi Dlamini of Fidelitas High School

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It film builds me as a South African. It clearly highlights my origin as a South African child. I feel appreciated and honoured and most of all I am proud to be a South African child. This film made me see the rainbow nation from within.

1. Introduction

The National Film and Video Foundation (NFVF) is mandated to promote the distribution and showing of local films and videos throughout the Republic of South Africa and the showing of local films and videos on television in terms of section 4.2(f) of the National Film and Video Foundation Act 76 of 1997. To date, the NFVF has conducted an Audience Research study in Soweto in 2007.

The study is collaboration between the Policy and Research and New Ventures Departments of the NFVF. The NFVF through New Ventures is the local distributor for the film SKIN, which was released through Ster Kinekor in January 2010. Skin was chosen because of its relevance to the South African history and the potential it has to be used as a learning tool for the school learners (matriculants).

The study was carried out as a special initiative that seeks to activate the NFVF Vision (2022) "*Taking the NFVF to the Citizens*" as encapsulated in the new 2022 strategic vision. Pupils between the ages of 16 and 18 are an interesting fragment of the population as they are potential cinema goers and the NFVF would like to understand their film viewing patterns and most importantly, their personal views of the film.

2. Aim of the Study

The aims of the study were to establish the attitude of the students towards local films and their film viewing trends, while also looking at factors that are barriers towards watching films in general. The study was further aimed at executing the NFVF mandate of creating a movie going culture among South Africans. It is believed that the 16- 20 age group represents potential movie goers and therefore this was an opportunity to inculcate appreciation of local films on them.

3. Methodology

A structured questionnaire was designed by the NFVF consisting of 17 questions of which 12 were close ended and 5 were open ended. Three of the open ended were not considered for analysis as they were meant for a competition on the survey. The questionnaire primarily focused on film viewing trends. The study further looked at how much they spent on a movie ticket, where they spent their pocket money and also the mode of transport used to going to the movies.

The questionnaire was administered at various locations where Skin was screened. The learners were assisted by the National Film and Video Foundation staff members to complete the questionnaire. Data capturing was done by the NFVF personnel.



Learners from Eastbank High School

The film made me feel good because now
i know about my freedom and peace that
we have in this country today it got
me to the point that the freedom
i have today many people died for it

Zithulele Makhoba of Eastbank High School

Table 1: Questionnaire report

Total number of questionnaires	412
Total number of valid questionnaire	406
Total number of invalid questionnaires	06

4. Findings

The respondents were drawn from High Schools in three provinces; Gauteng, Kwa-Zulu Natal and the Western Cape. For a detailed list of the schools see annexure 1. The questionnaire was targeted at the grade 12 learners aged between 17 and 20.

A total of 412 questionnaires were issued and only 406 were accepted as valid. The remaining 6 were not considered for reporting as most parts of them were not completed by the learners. All the respondents are still in high school (Grade 12) and it is therefore assumed that they do not earn any personal income except the pocket money they receive from their parents. From the 406 completed the questionnaires, 232 of the respondents were female while the remaining 174 were male, as depicted in the figure below.

Figure 1: Gender split of respondents

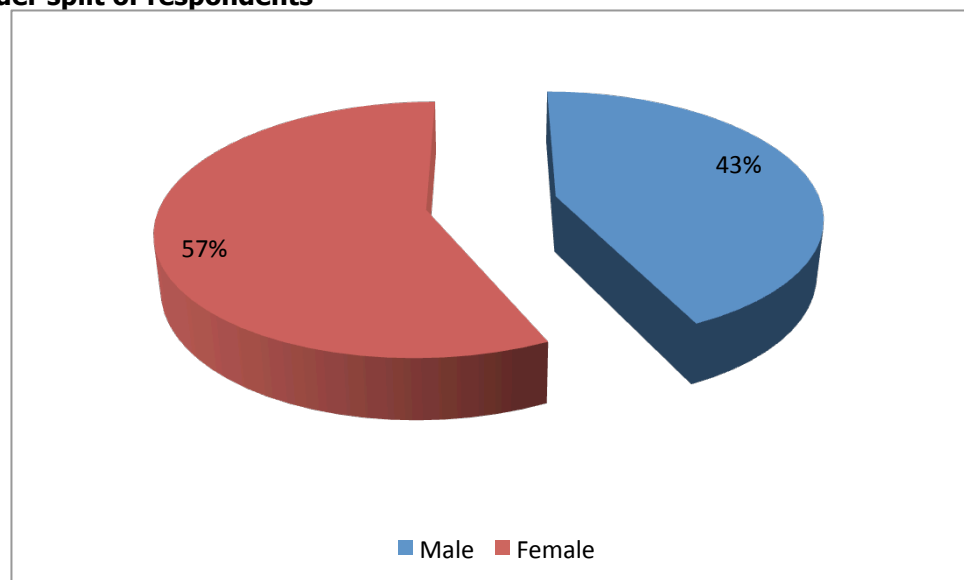
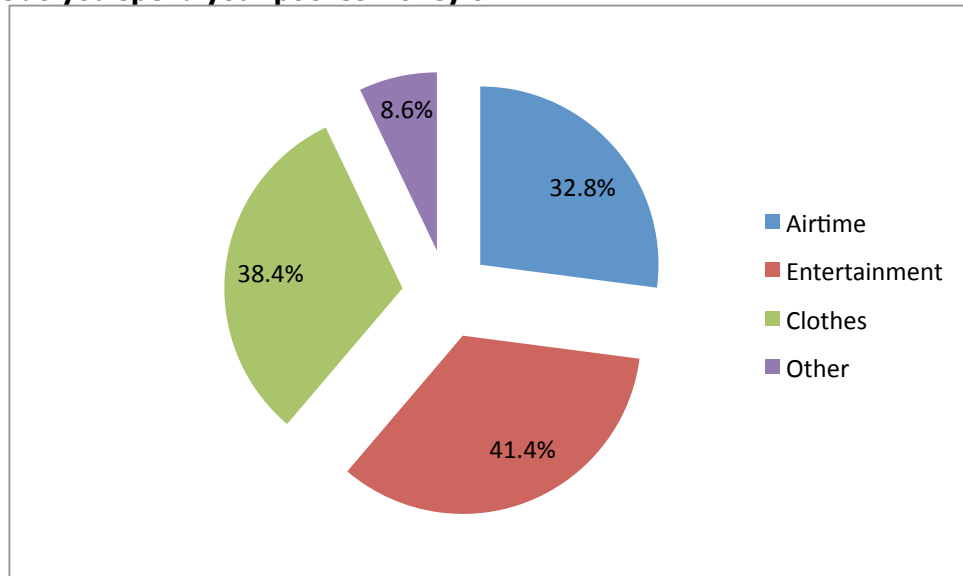
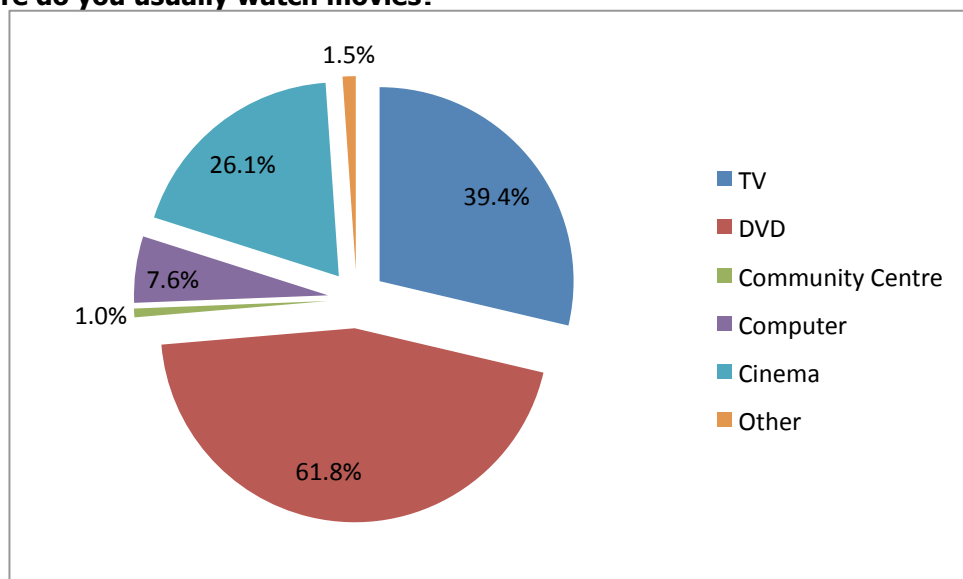


Figure 2: What do you spend your pocket money on?



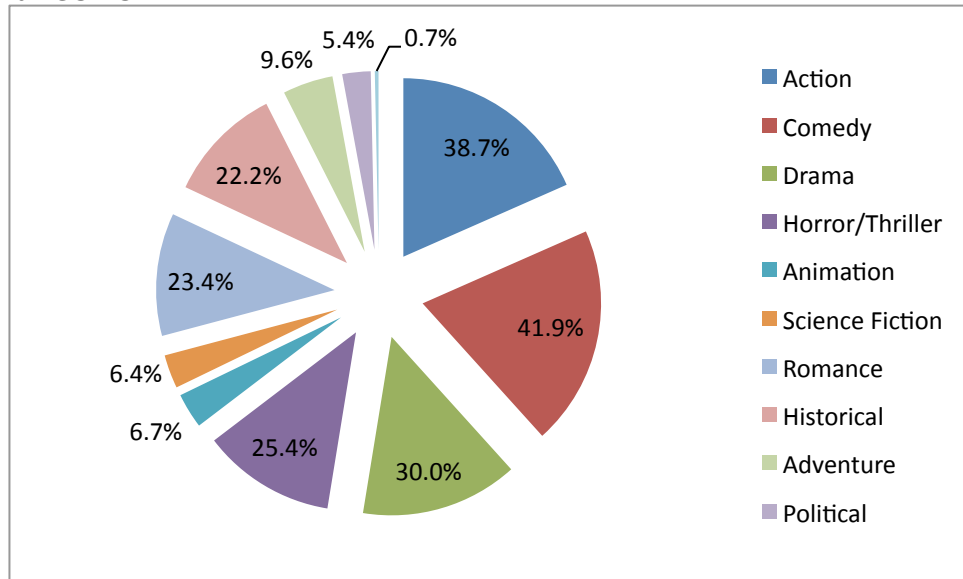
While 41.1% of the respondents indicated that they spend the pocket money on entertainment, 38.4% spend it on clothes and 32.8% spend it on airtime. The learners were allowed to choose more than one option on this question and some of the indicated that the pocket was split between all the options given in the question.

Figure 3: Where do you usually watch movies?



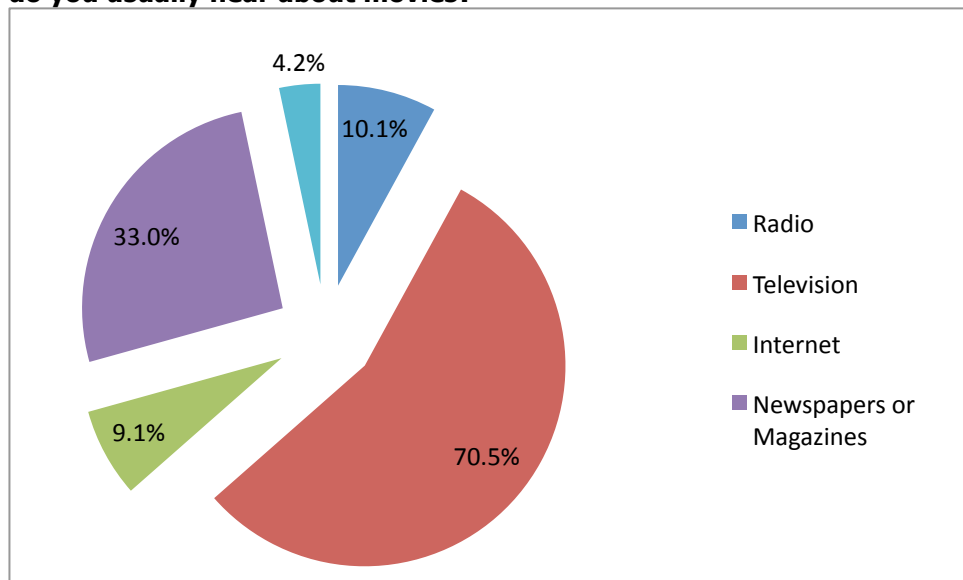
The majority of the respondents watched movies on DVD 61.8%, while 39.4% watched movies on TV and 26.1% watched movies at the cinema, while some of them watched on all the given mediums as they were allowed to choose more than one option on this question.

Figure 4: Popular Genre



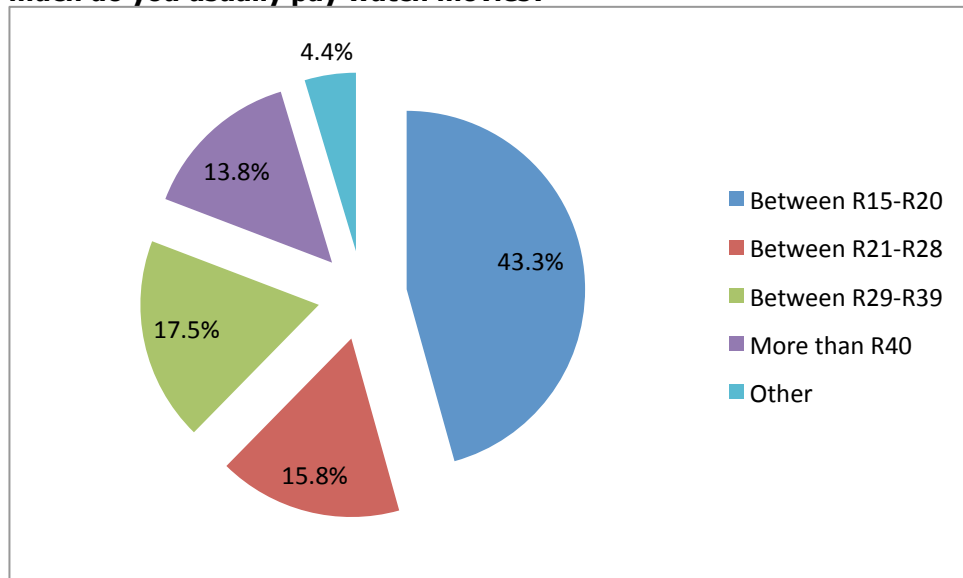
The general movie genre preferred by the respondents was comedy with 41.9% followed closely by action at 38.7% and drama with 30.0%. Political epics are the least preferred by the learners as only a handful of 5.4% chose it as their most preferred genre.

Figure 5: How do you usually hear about movies?



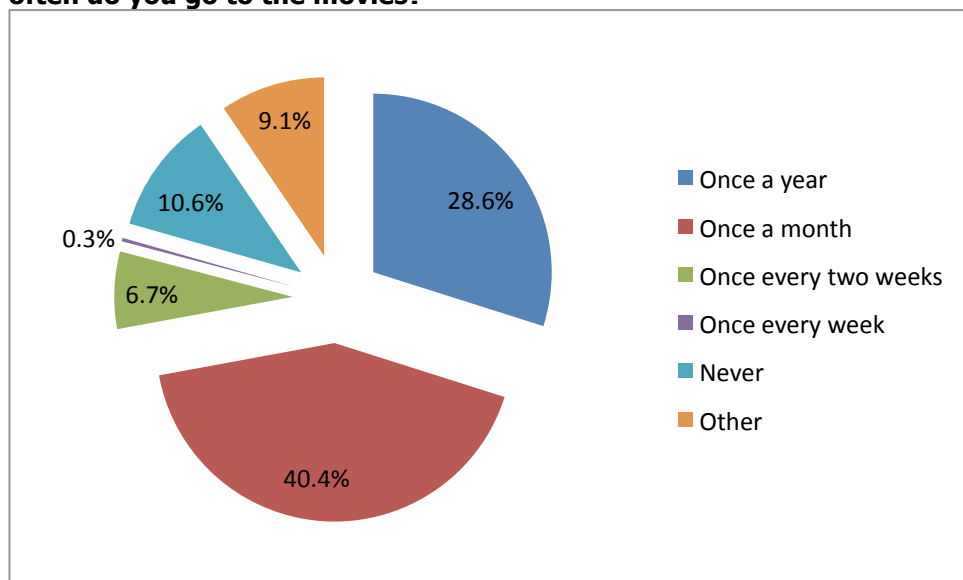
Television has been listed as the most popular medium through which the respondents hear about movies 70.5% while newspapers and magazine were second with 33.0%. On this section, learners were also allowed to choose more than one option.

Figure 6: How much do you usually pay watch movies?



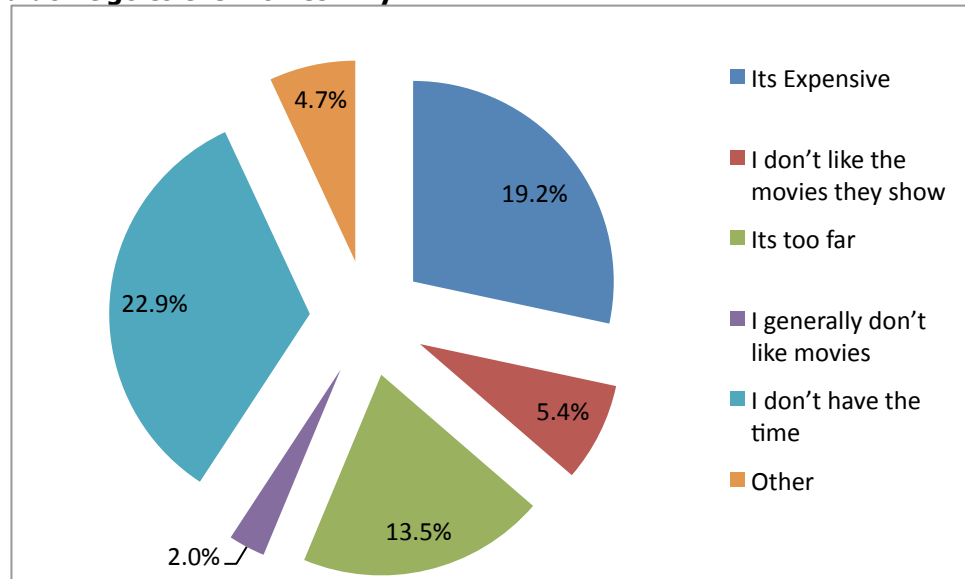
The learners indicated that they pay between R15 and R20 to watch a movie (43.3%), while 17.5% pay between R29 and R39 and 15.8% and 13.8% pays between R21 and R28 respectively and above R40 for a movie ticket.

Figure 7: How often do you go to the movies?



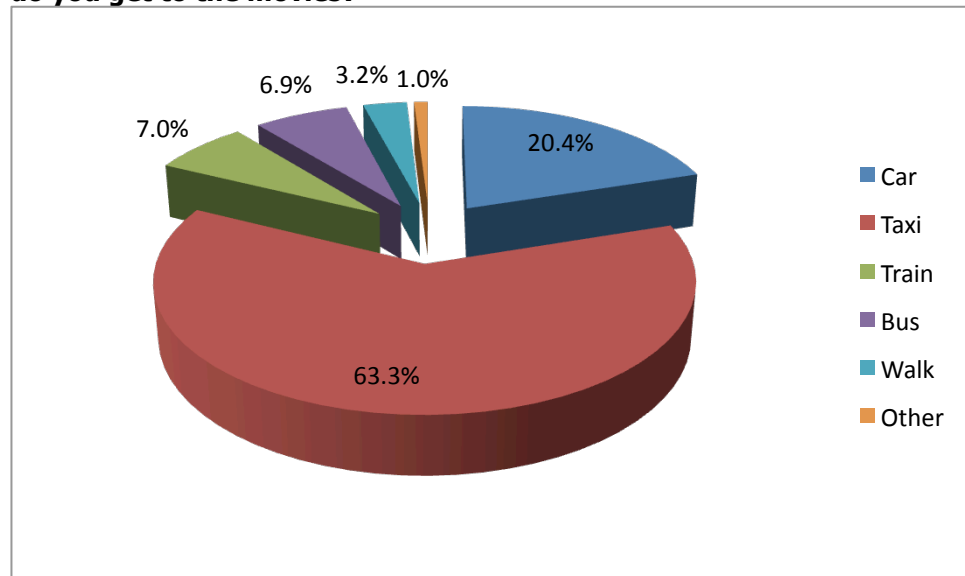
A sufficient number of respondents indicated that they go to movies once a month (40.4%) while a trifling 0.3% goes to the movies once a week. The other 28% goes to the movies once a year and 10.6% has never gone to the movies.

Figure 8: If you don't go to the movies why?



Reasons for not going to the movies vary as some indicate that it is expensive (19.2%), 22.9% says they do not have the time and 13.5% says that the movie houses are too far while a paltry 2.0% don't like movies generally. Taxis are the commonly used mode of transport to go to the movies 63.3%, while 20.4% use cars to go the movies and only 3.2% walk to the movies.

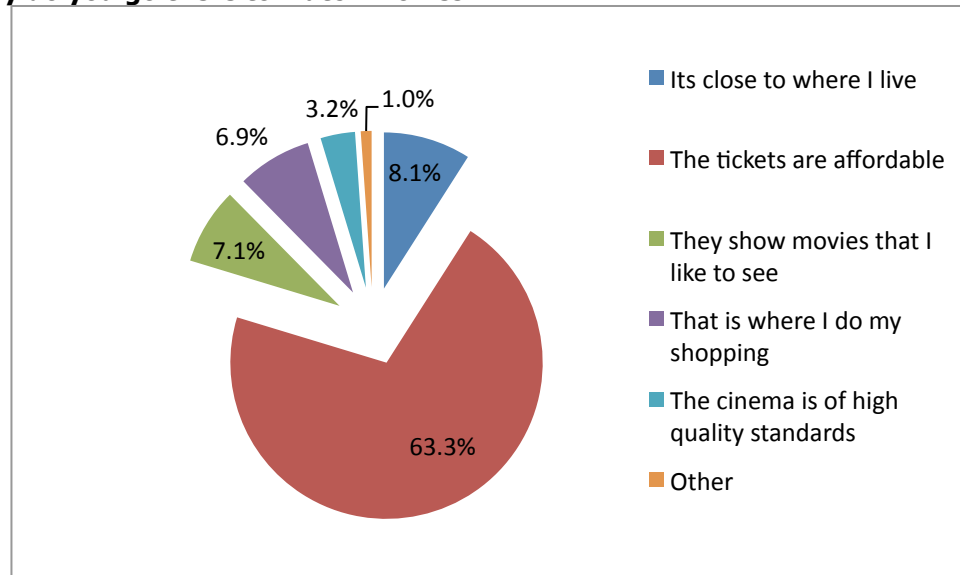
Figure 9: How do you get to the movies?



The learners were further asked to state where they go to watch movies. Yet due to the vast response irregularities, this question was omitted as part of the research results.

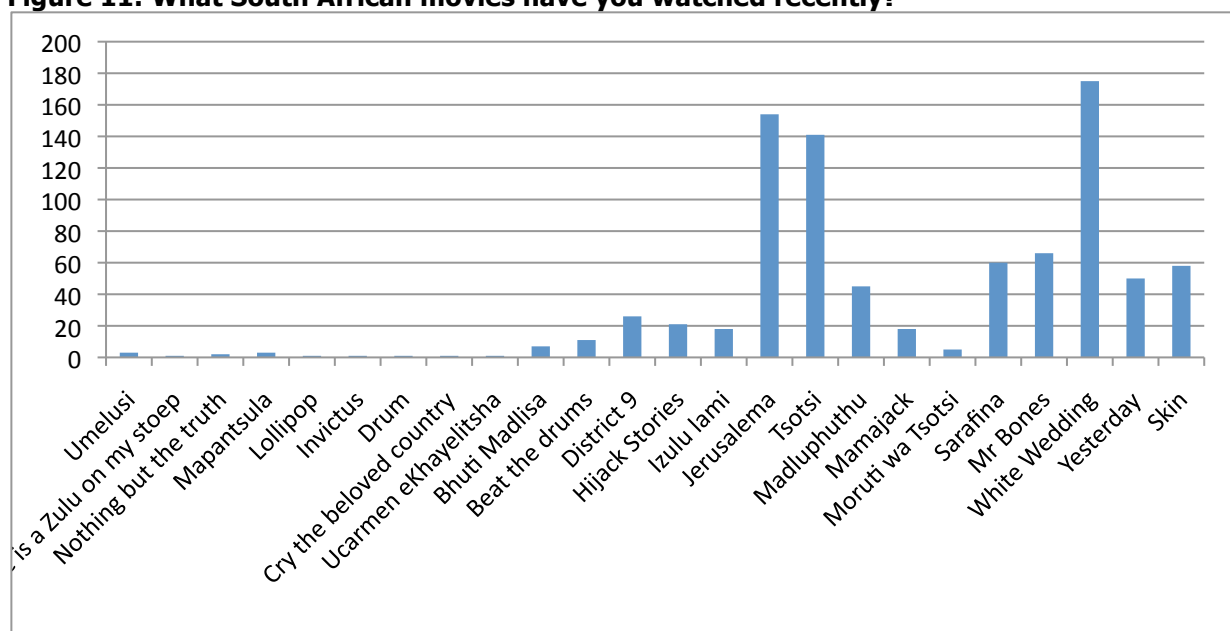
The question was discarded from the analysis because it became apparent that the question was misunderstood by the majority of respondents. Most of the learners mentioned Ster-Kinekor and NuMetro as the place where they went to view movies, whereas the motive of the question was to assess the distance between their place of residence and the place where they watch movies. However a few of them were able to understand the requirement on the question.

Figure 10: Why do you go there to watch movies?



The reason why they go to the chosen areas to watch movies are different however the majority (63.3%) go there because the tickets are affordable and only 8.1% go there because it is closer to where they live. Only 3.2% mentioned that the cinema is of high quality.

Figure 11: What South African movies have you watched recently?



White wedding, Jerusalem and Tsotsi are the most South African movies watched recently. Movies that were released straight to DVD such as Madluphuthu, Moruti wa Tsotsi and Bhuti Madlisa showed some popularity as they were mentioned several times. Most of the South African movies were watched on DVD as reflected on figure 12 below. The majority of foreign productions were also watched on DVD and closely followed by cinema. The respondents listed more than 200 foreign films they have watched with 2012 being the most popular amongst them. For a detailed list see annexure 2.

Figure 12: Where did you watch a South African movie recently

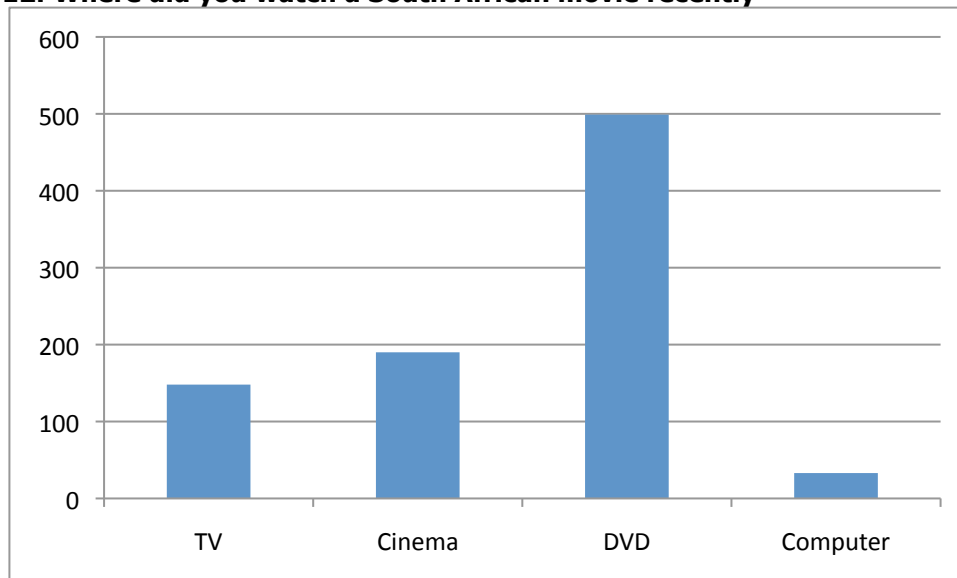


Figure 13: Where did you watch an international movie recently?

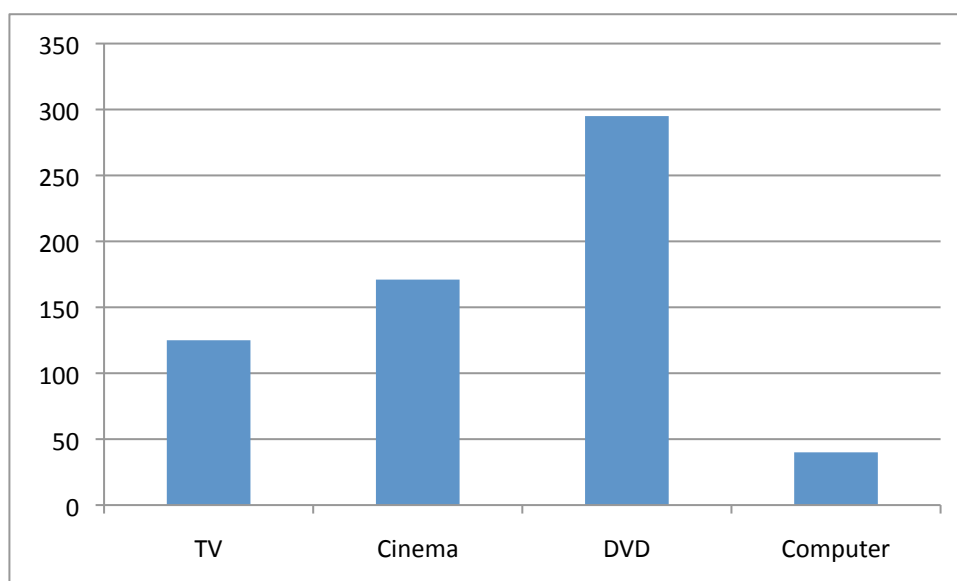
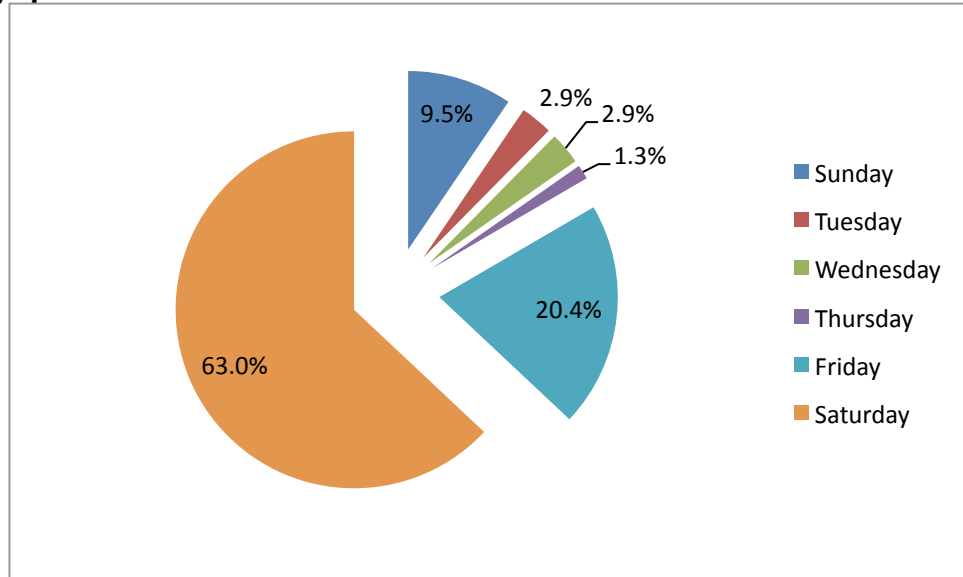
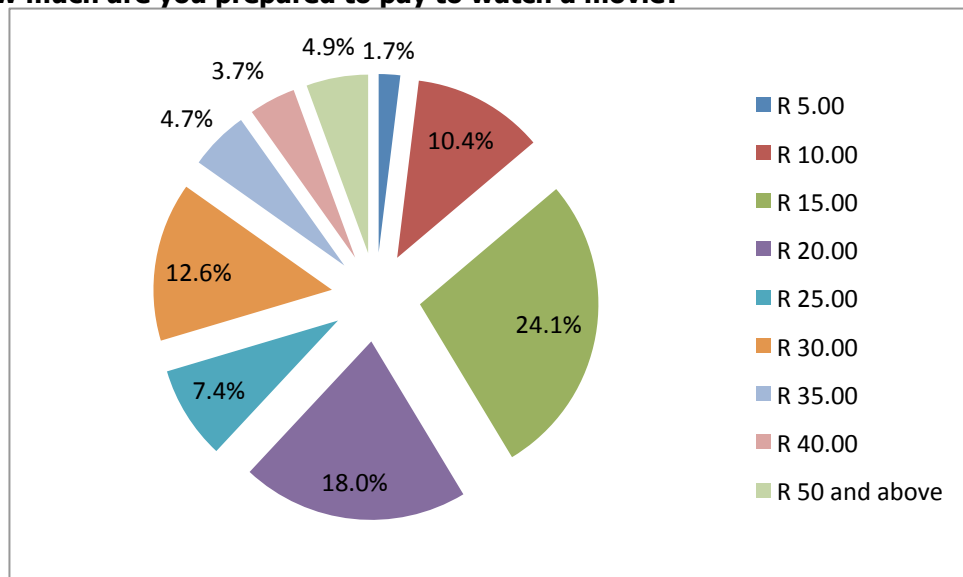


Figure 14: Days preferred to watch a movie



Saturdays and Fridays are the most preferred days to watch a movie with 63.0% and 20.4% respectively while 9.5% preferred Sundays and Wednesday and Tuesdays were equally preferred at 2.9% each and a paltry 1.3% opted for a Thursday.

Figure 15: How much are you prepared to pay to watch a movie?



While 1.7% of the respondents are prepared to pay R 5.00 to watch a movie, 4.9% are prepared to pay R 50.00 and above, 24.1% are prepared to pay R 15.00 and 18.0% are prepared to pay R 20.00.

5. Observations

There was minimum supervision during the completion of the questionnaires, given the lack of understanding of some of the questions. Some of the learners could not differentiate between a South African film and an international film. There was also evidence of learners not being able to separate a television series and a feature film as some of them listed TV series as the movie they watched recently. In some instances learners, instead of listing a movie by the title they listed the star of that movie like Chuck Norris or Van Damme. There was also a sporadic mention of films that are currently on circuit such as Avatar.

The fact that most of the films viewed by the respondents were watched on DVD is indicative of a thriving DVD market, as movies that were shot straight on DVD and therefore not well marketed were popular among respondents. Movies such as Madluphuthu and Bhuti Madlisa are some of the shot straight to DVD movies that were listed several times.

There were some serious inconsistency between the current movie ticket price and the amount they were prepared to pay, as some indicated they were prepared to pay R100.00 for a movie while they currently pay between R15.00-R20.00. At the same time some respondents have never went to a cinema due to the fact that they cannot afford to purchase a movie ticket.

It is interesting to note that, Jerusalema, Tsotsi and White Wedding were more popular to the respondents than the highly successful Mr Bones.



It made me feel so bad because I did not think that Apartheid was that bad. And I never thought that our parent feel like when they were in the. So that was painful to me when I was watching there.

Sbongile Mkhwanazi of Eastbank High School



Learners from Eastbank High School



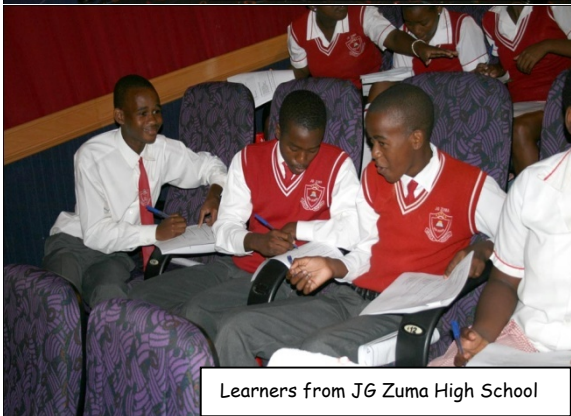
Learners from JG Zuma High School



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