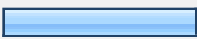
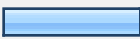

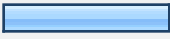


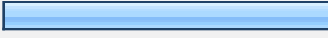

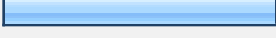


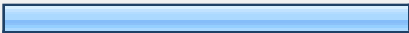




What Does it Cost to Produce a Documentary Website?

1. How much did you spend on the website for your last documentary film?			
		Response Percent	Response Count
I did it myself, for free (or got a friend to do it for free)		29.2%	7
Under \$500		20.8%	5
\$500 - \$1,000		8.3%	2
\$1,000 – \$5,000		25.0%	6
\$5,000 – \$10,000		12.5%	3
More than \$10,000		4.2%	1
		<i>answered question</i>	24
		<i>skipped question</i>	0


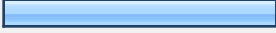
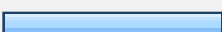

2. If you spent more than \$10,000 on the site, please consider sharing your budget amount.		
		Response Count
		2
		<i>answered question</i>
		2
		<i>skipped question</i>
		22




3. How would you characterize the scope of the site?			
		Response Percent	Response Count
Small and simple		50.0%	12
Big and ambitious		8.3%	2
Somewhere in between		41.7%	10
		<i>answered question</i>	24
		<i>skipped question</i>	0

4. What was the site's primary goal? (We know many sites aim to do more than one of these things; we're asking you to pick your main motivation in deciding to create the site.)


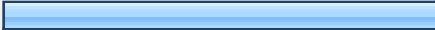

		Response Percent	Response Count
Promote the film		62.5%	15
Sell DVDs		8.3%	2
Educate people about the film's subject matter		12.5%	3
Mobilize people to take action on a social issue the film explores		12.5%	3
None of the above		4.2%	1
		answered question	24
		skipped question	0

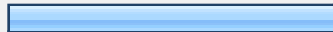

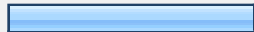
5. Are you satisfied that you accomplished your primary goal?

		Response Percent	Response Count
Yes - the site was a total success.		20.8%	5
Mostly - but I might do things differently next time.		41.7%	10
I'm not sure. I don't know how to quantify the site's success.		33.3%	8
No.		4.2%	1
		answered question	24
		skipped question	0

6. What was the most expensive part of the site?			
		Response Percent	Response Count
Digital rights clearances (video, images, etc)		0.0%	0
Hiring a good design firm		45.8%	11
My time on the project		45.8%	11
Other (please specify)		8.3%	2
<i>answered question</i>			24
<i>skipped question</i>			0

7. What do you like most about the site?		
		Response Count
		19
<i>answered question</i>		19
<i>skipped question</i>		5

8. How would you characterize the quality of the site?			
		Response Percent	Response Count
Excellent - I'm really proud of it		20.8%	5
Good - a solid showing		66.7%	16
Fine - I wouldn't brag about it, but it's better than nothing		12.5%	3
Not so good - I'm embarrassed to share the URL		0.0%	0
<i>answered question</i>			24
<i>skipped question</i>			0

9. The next time you create a website for a documentary film, how much do you expect to spend?			Response Percent	Response Count
More			50.0%	12
Less			12.5%	3
About the same			37.5%	9
			<i>answered question</i>	24
			<i>skipped question</i>	0

10. What, if anything, would you do differently the next time you create a website for a documentary film?			Response Count
			17
			17
			7
			17
			7