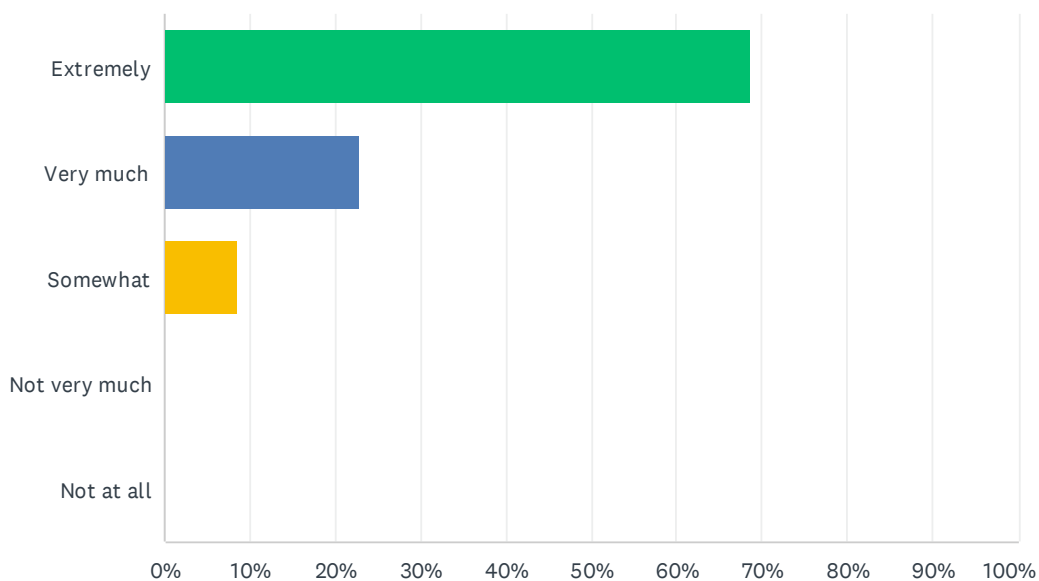


Q1 Did you enjoy watching the demo reel?

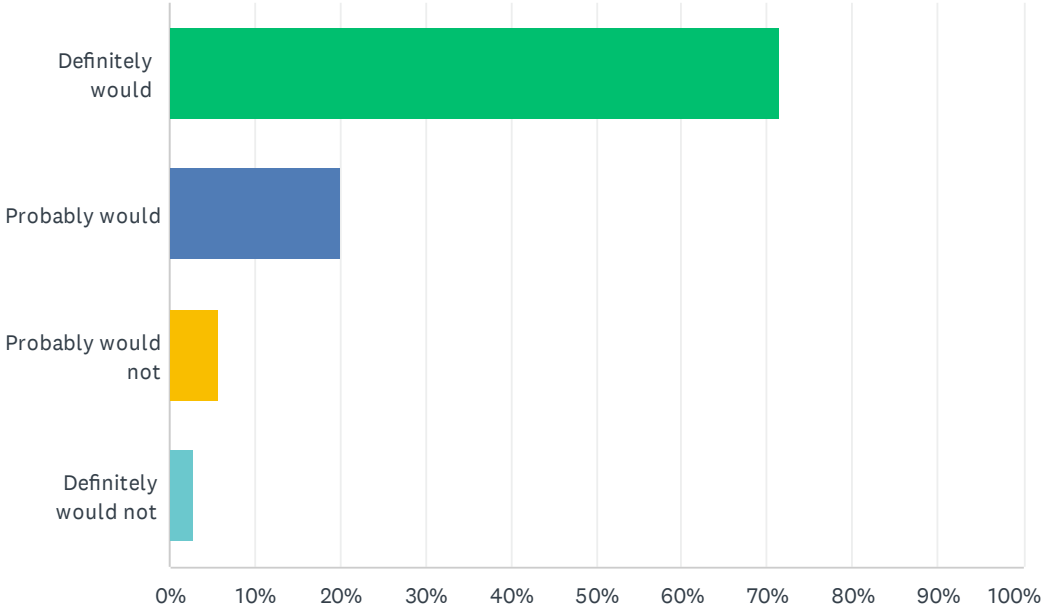
Answered: 35 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely	68.57%	24
Very much	22.86%	8
Somewhat	8.57%	3
Not very much	0.00%	0
Not at all	0.00%	0
TOTAL		35

Q2 How likely would you be to watch a 10-minute episode of Northern Tails?

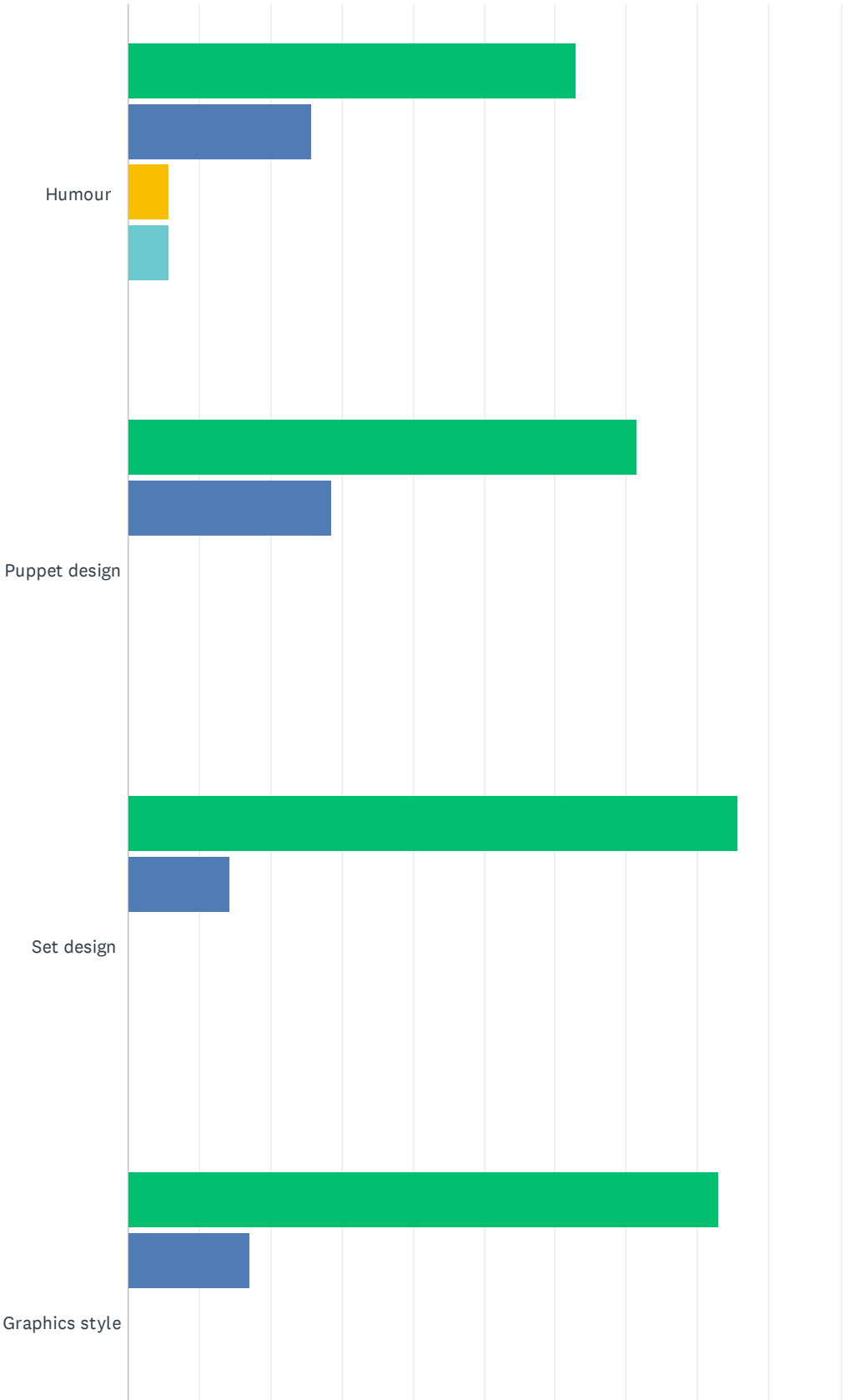
Answered: 35 Skipped: 0



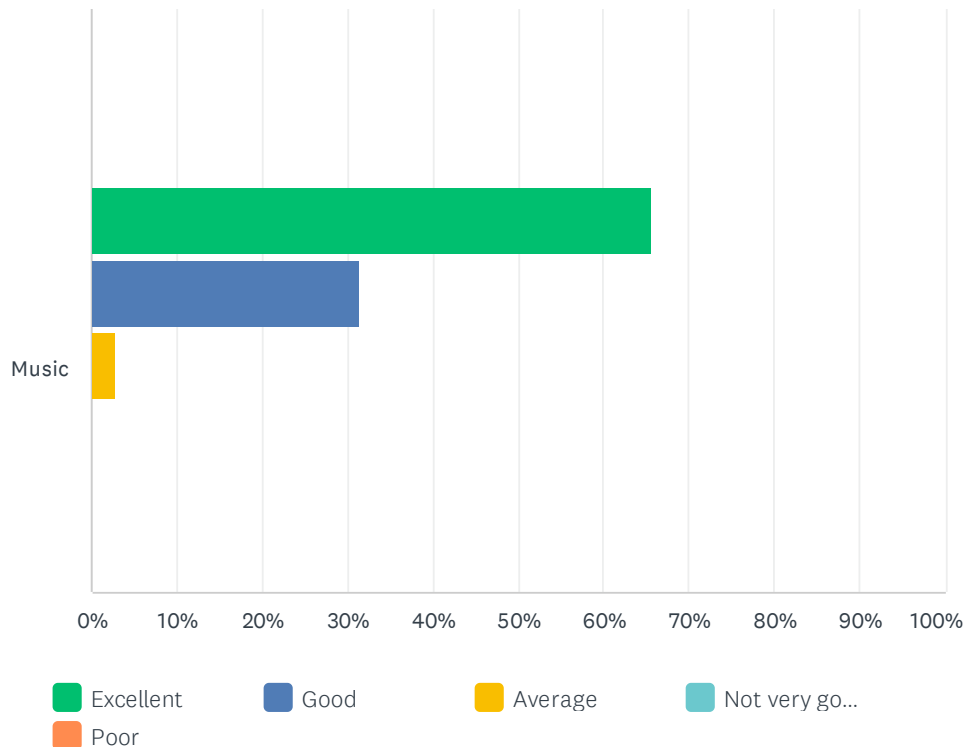
ANSWER CHOICES	RESPONSES	
Definitely would	71.43%	25
Probably would	20.00%	7
Probably would not	5.71%	2
Definitely would not	2.86%	1
TOTAL		35

Q5 Please indicate the quality of the production elements.

Answered: 35 Skipped: 0



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	EXCELLENT	GOOD	AVERAGE	NOT VERY GOOD	POOR	TOTAL
Humour	62.86% 22	25.71% 9	5.71% 2	5.71% 2	0.00% 0	35
Puppet design	71.43% 25	28.57% 10	0.00% 0	0.00% 0	0.00% 0	35
Set design	85.71% 30	14.29% 5	0.00% 0	0.00% 0	0.00% 0	35
Graphics style	82.86% 29	17.14% 6	0.00% 0	0.00% 0	0.00% 0	35
Music	65.71% 23	31.43% 11	2.86% 1	0.00% 0	0.00% 0	35

Q3 Please share additional feedback about your initial impression of Northern Tails.

Answered: 30 Skipped: 5

#	RESPONSES	DATE
1	Engaging and informative. Easy to listen to and attend to.	2/22/2023 6:19 PM
2	The bomb diggity dang. I need an entire series ✨	2/22/2023 6:03 PM
3	It was good	2/22/2023 5:57 PM
4	Love the set	2/18/2023 8:50 PM
5	Thumbs UP! Awesome!	2/18/2023 10:16 AM
6	Fun and creative!	2/18/2023 10:09 AM
7	Cute. Funny. Clever.	2/16/2023 9:53 AM
8	It has a really cool style to it. The setting the characters	2/15/2023 12:39 PM
9	I thought this was pretty cute and well thought out.	2/14/2023 7:21 PM
10	Lively performances and great characterisation in puppet design, voices and attitude/expression of movement. Loved the humour but would need deeper plot/subplot for 10 minutes (and I love puppets).	2/13/2023 8:31 PM
11	It was super awesome And want to see another one	2/13/2023 6:22 PM
12	The characters are adorable and the learning is subtle. The idea of a documentary is really cute.	2/13/2023 2:28 PM
13	I can't wait to show my grandchildren.	2/13/2023 8:40 AM
14	Funny	2/13/2023 7:20 AM
15	I love the film crew versus Russel nods, and the behind the scenes of documentary.	2/12/2023 10:40 PM
16	Catchy, informative, funny, timely	2/12/2023 8:20 PM
17	Funny. I feel Russell's pain at the multiple interruptions and how his beautiful prose devolves to "lots of water trees space and animals blah blah" as he gets defeated.	2/12/2023 10:29 AM
18	It is funny. I really like the characters and feel a strong connection with Russel.	2/11/2023 11:33 PM
19	Super funny, and I'm an adult! Would love to see more!	2/11/2023 7:57 PM
20	Really great idea and sweet characters but slow-moving and I'm far from young...	2/11/2023 6:00 PM
21	Puppet and vocals seemed un- connected	2/11/2023 4:30 PM
22	Engaging and funny. Lovely sets and cute puppets. Only thing was that the eagle call sure sounded like a red tailed hawk call (a classic film mistake). Should make sure things are accurate in those respects.	2/11/2023 1:07 PM
23	Great concept-love starting with a poop joke-kids will love it! Felt the demo was a bit long... shorter cut would have kept more interest	2/11/2023 8:39 AM
24	Made me laugh and think of the Muppets, The Magic Round-About and Davis Attenborough all at once!	2/10/2023 10:23 PM
25	It looks like fun. I'd like to see if they ever finish filming that first scene and where they go from there. I also like they always need to look around for the Eagles.	2/10/2023 8:33 PM
26	This is so great.	2/10/2023 5:06 PM

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27	This is the kind of show we need right now...	2/10/2023 5:06 PM
28	The demo doesn't show what the synopsis describes. There is no story to it so makes it difficult to see how an actual episode will come together and how the characters will interact with one another. The constant yelling was hard to listen to.	2/10/2023 4:52 PM
29	I love it it is amazing	2/10/2023 3:06 PM
30	Lou for prezy	2/10/2023 2:07 PM

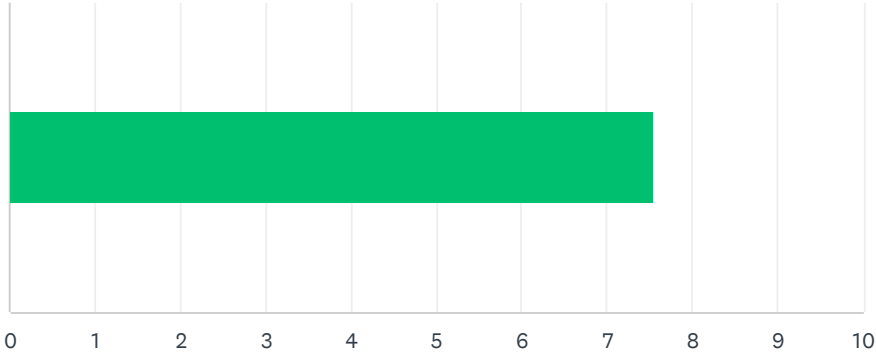
Q4 Please share your thoughts about the aesthetics of the production.

Answered: 27 Skipped: 8

#	RESPONSES	DATE
1	Great representation of the natural world of the boreal forest.	2/22/2023 6:19 PM
2	I quite enjoyed the humour contrasting the softness of the puppets.	2/22/2023 6:03 PM
3	Aesthetically pleasing	2/22/2023 5:57 PM
4	Looks fun and realistic but super cute.	2/18/2023 10:16 AM
5	The aesthetics were amazing and I loved how there were elements in the set that were taken directly from nature.	2/18/2023 10:09 AM
6	Gorgeous.	2/16/2023 9:53 AM
7	I like the blend of the familiar forest being realistic, but the animals sort of being more character focused	2/15/2023 12:39 PM
8	I was fascinated by the aesthetics. It was detailed really well.	2/14/2023 7:21 PM
9	Beautiful! I love the detail and mixed media of the set - using textiles for foliage alongside what look like more realistic (real?) grasses and rocks	2/13/2023 8:31 PM
10	Love the characters and the felted flowers. It is smooth and easy to watch. The music is fun and the website is easy to navigate.	2/13/2023 2:28 PM
11	The film looked perfect. Easy to watch. Easy to understand.	2/13/2023 8:40 AM
12	Good.	2/13/2023 7:20 AM
13	Beautiful, stunning, exquisite	2/12/2023 10:40 PM
14	Looks great!!	2/12/2023 8:20 PM
15	The setting and quality of this production is phenomenal. I really like the logo and the "cast" photos and descriptions.	2/11/2023 11:33 PM
16	Fantastic, I absolutely love the aesthetics.	2/11/2023 7:57 PM
17	Aesthetics look great - professional, good depiction of northern environment.	2/11/2023 6:00 PM
18	I thought the aesthetics overall seemed good, lighting could have been more moody possibly (more natural looking, less artificial) in my opinion.	2/11/2023 4:30 PM
19	Looks great, love the felted sets, the lichen, etc. puppets look great.	2/11/2023 1:07 PM
20	Set design is gorgeous!	2/11/2023 8:39 AM
21	Love the simplicity of it all.	2/10/2023 10:23 PM
22	The aesthetic fits the show and genre. It doesn't look overly polished but it looks great. Similar to Fraggie Rock. Not perfect, but just right.	2/10/2023 8:33 PM
23	Hard to be a ground squirrel in 2023	2/10/2023 5:06 PM
24	BEAUTIFUL. I loved the puppets and the set. They looked soft and inviting.	2/10/2023 5:06 PM
25	It looked phenomenal. Great production design. Beautiful puppets and set and beautiful backdrop.	2/10/2023 4:52 PM
26	I like the puppets	2/10/2023 3:06 PM
27	10/10	2/10/2023 2:07 PM

Q6 Amongst children between the ages of 4 and 12, what age do you think Northern Tails is best suited for?

Answered: 35 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	8	264	35
Total Respondents: 35			

Q7 Do you think Northern Tails appeals to adult audiences? Why or why not.

Answered: 33 Skipped: 2

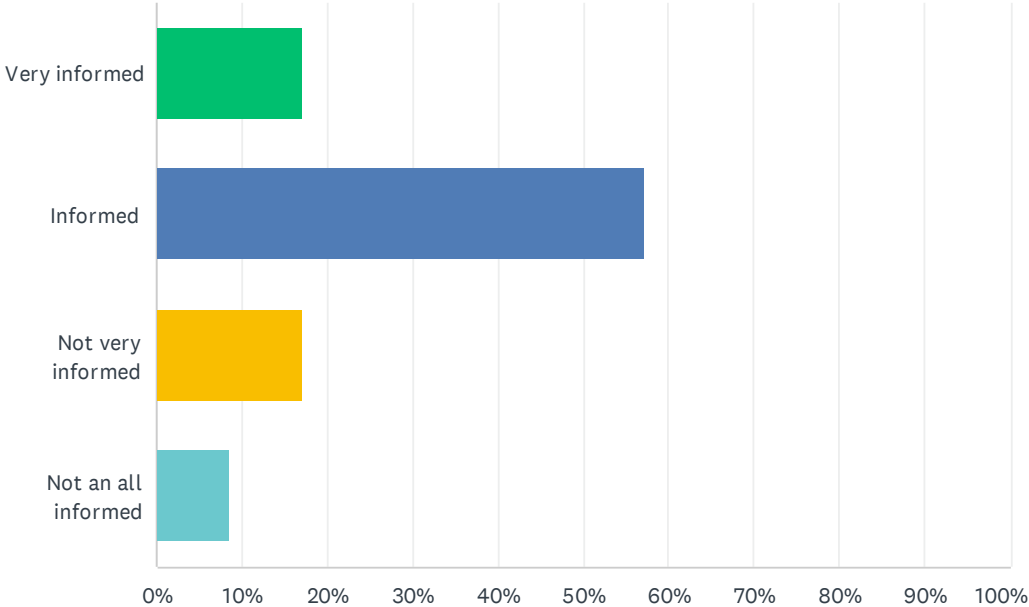
#	RESPONSES	DATE
1	Yes !!! Everyone likes puppets	2/23/2023 11:08 AM
2	Adults will love the humour. The information is engaging and it will offer something to anyone	2/22/2023 6:19 PM
3	I think that it would be a refreshing watch to parents and less juvenile than other features on the market.	2/22/2023 6:03 PM
4	It may appeal to adults because some adults use the same humor	2/22/2023 5:57 PM
5	Absolutely	2/18/2023 8:50 PM
6	Sure!	2/18/2023 10:16 AM
7	Yes, I laughed and I remember Hinterland's Who's Who	2/16/2023 9:53 AM
8	I think so. Most kid shoes are annoying and lean on repetition, this one doesn't	2/15/2023 12:39 PM
9	Yes, I originally put it on thinking it was for kids but once I started watching, it had me engaged.	2/14/2023 7:21 PM
10	Yes, although most likely watching with kids and would need more multi-layered, dual-audience humour to hold adult interest. (See "Bluey" and the like)	2/13/2023 8:31 PM
11	Yes my mom was laughing	2/13/2023 6:22 PM
12	Yes- there is lots to engage an adult audience. It is charming.	2/13/2023 6:14 PM
13	I think it would due to the hinterland who's who references and the character development. We can all see a friend or two in the characters.	2/13/2023 2:28 PM
14	Yes. I found it amusing.	2/13/2023 8:40 AM
15	Yes! Everyone can learn AND it's funny.	2/13/2023 7:20 AM
16	Yes!	2/13/2023 6:52 AM
17	Yes, supposedly im an adult and id watch it religiously	2/12/2023 10:40 PM
18	Sure!	2/12/2023 8:20 PM
19	Yes. I laughed. Relatable workplace challenges. And the end screen reminded me of the days when time existed with no tv broadcasting	2/12/2023 10:29 AM
20	Yes. Lots of adults like puppets. They say it is for kids, but they smile as they watch it. We are all just kids in different size bodies, anyway.	2/11/2023 11:33 PM
21	Yes! Felt great to giggle at something innocent.	2/11/2023 7:57 PM
22	No, too slow.	2/11/2023 6:00 PM
23	I do not think that it completely does, because of the humour. I wish it spoofed the documentary style even more, like Shrek with fairytales.	2/11/2023 4:30 PM
24	Yes!	2/11/2023 1:07 PM
25	I think to be a successful kids show if you can make it appeal to the adults too you've won. All ages can appreciate a good science fact! Can see this working for both kids and adults.	2/11/2023 8:39 AM
26	Yes, if you grew up in the 70's...thought I was a kid again!	2/10/2023 10:23 PM
27	Parents for sure. It looks funny enough to watch with the kids. I don't know if I'd go looking for	2/10/2023 8:33 PM

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	it to watch a whole episode without the kids.	
28	Totally.	2/10/2023 8:27 PM
29	Sure. It's entertaining. Probably goes well with gummies.	2/10/2023 5:06 PM
30	Absolutely. The humor is really for all ages.	2/10/2023 5:06 PM
31	No. The jokes feel quite young. There is a lot of screaming.	2/10/2023 4:52 PM
32	Because it is funny	2/10/2023 3:06 PM
33	Definitely would appeal to parents watching with their kids, the humour seems to hit with both demographics	2/10/2023 2:07 PM

Q8 How would you describe your own knowledge about the Boreal Forest animals and ecosystem?

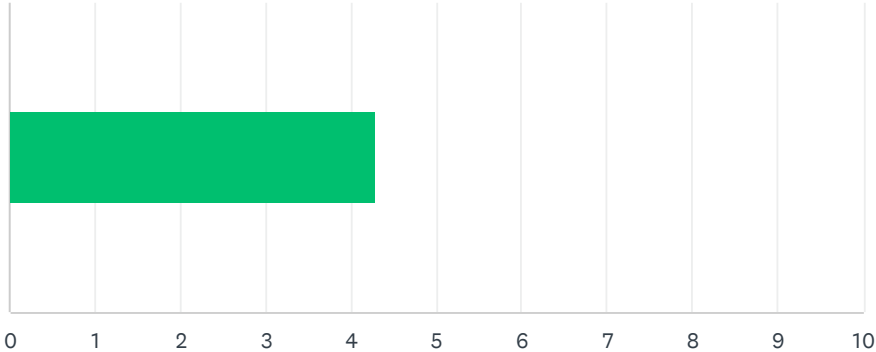
Answered: 35 Skipped: 0



ANSWER CHOICES	RESPONSES
Very informed	17.14% 6
Informed	57.14% 20
Not very informed	17.14% 6
Not an all informed	8.57% 3
TOTAL	35

Q9 Information about Boreal animal species and how they interact with each other

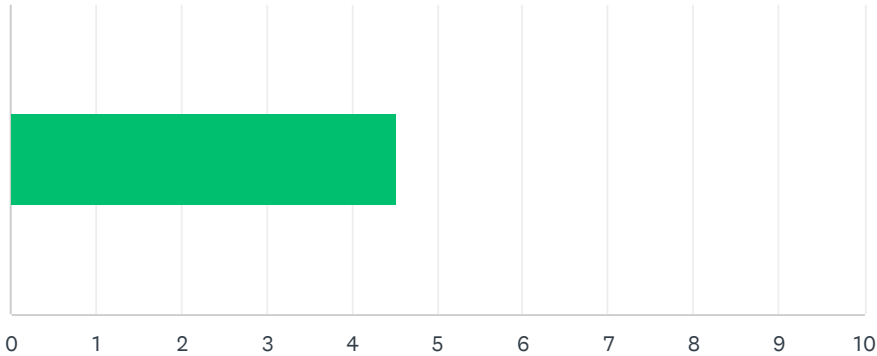
Answered: 35 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	4	150	35
Total Respondents: 35			

Q10 How the Boreal ecosystem affects the health of the entire planet.

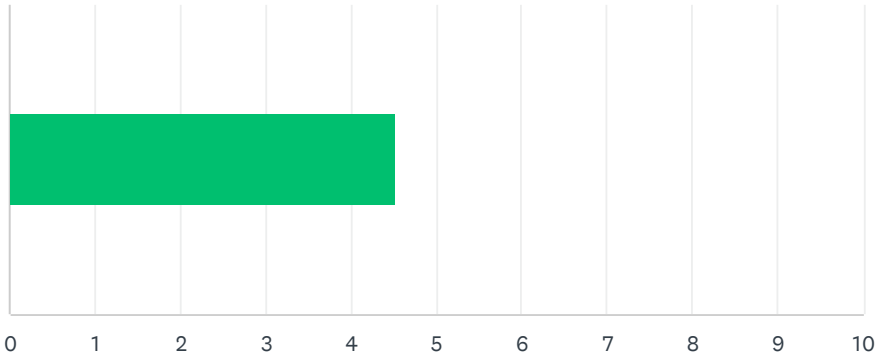
Answered: 35 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	5	158	35
Total Respondents: 35			

Q11 How climate and human development are changing the Boreal Forest.

Answered: 35 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	5	158	35
Total Respondents: 35			

Q12 Who is your favourite character and why?

Answered: 26 Skipped: 9

#	RESPONSES	DATE
1	Russel. So lovable and he is trying so hard. Live his passion	2/22/2023 6:19 PM
2	Winston - "he's a risk taker because he's bored"	2/22/2023 6:03 PM
3	Winston	2/22/2023 5:57 PM
4	Bruno, family is important	2/18/2023 10:16 AM
5	Isabelle, because she's a sassy caribou and has amazing fashion taste.	2/18/2023 10:09 AM
6	Russell. Funniest.	2/16/2023 9:53 AM
7	Lou.	2/15/2023 12:39 PM
8	Russel, I enjoyed his humour	2/14/2023 7:21 PM
9	Jackie. Look and feel (I just want to get in and play!)	2/13/2023 8:31 PM
10	Isabelle	2/13/2023 6:22 PM
11	I like Jackie and Winston. Jackie is a strong female and Winston is just funny.	2/13/2023 2:28 PM
12	Russel who hangs in there despite all of the upsets!	2/13/2023 8:40 AM
13	Lou - super cute and calm and funny.	2/13/2023 7:20 AM
14	Isabelle	2/13/2023 6:52 AM
15	The sound guy and lou. I relate to lou i like building things.	2/12/2023 10:40 PM
16	In the five min trailer? The unnamed sound guys who laugh when Russell steps in bird poop	2/12/2023 10:29 AM
17	So far Russel, but I also really like Jack and Lou. I may connect with others as I get to know them better.	2/11/2023 11:33 PM
18	Winston because ravens are so smart.	2/11/2023 7:57 PM
19	Russel - takes it seriously but is funny	2/11/2023 1:07 PM
20	Winston. He sounds hilarious.	2/11/2023 8:39 AM
21	Lou...community oriented.	2/10/2023 10:23 PM
22	Russell, mainly because I know the most about him at this point. But he seems to have a good mix of funny, smarts, and a desperation to film the show.	2/10/2023 8:33 PM
23	Kenny. Risky job.	2/10/2023 5:06 PM
24	Jackie because she is a bad ass.	2/10/2023 5:06 PM
25	Winston because they are funny	2/10/2023 3:06 PM
26	Lou because because of the derpiness	2/10/2023 2:07 PM

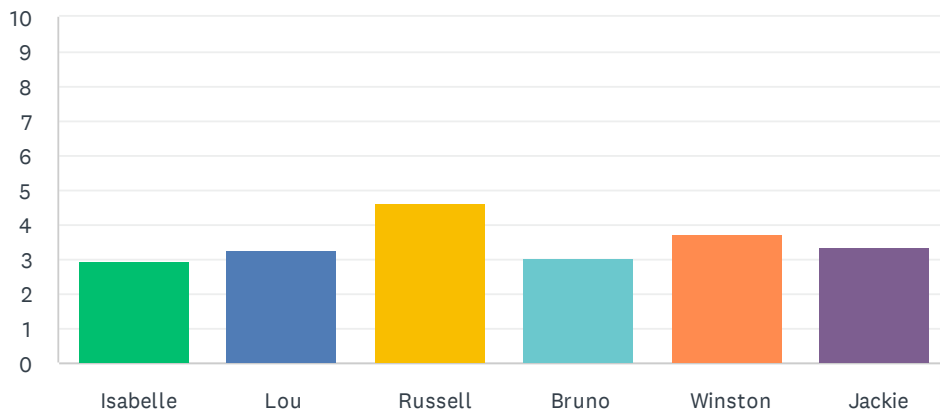
Q13 Who is your least favourite character and why?

Answered: 23 Skipped: 12

#	RESPONSES	DATE
1	I don't have any. Love them all	2/22/2023 6:19 PM
2	Nobody! They are all cutesy (but I might have to pick Lou cause they need to work in oral hygiene...)	2/22/2023 6:03 PM
3	I like all of the characters	2/22/2023 5:57 PM
4	Jackie because he said 'dumb'	2/18/2023 10:16 AM
5	Love them all.	2/16/2023 9:53 AM
6	Don't really have a least	2/13/2023 8:31 PM
7	Bruno because he didn't do funny things	2/13/2023 6:22 PM
8	Lou seems a little boring. Or maybe I just knew more about beavers than the other animals.	2/13/2023 2:28 PM
9	I liked them all	2/13/2023 8:40 AM
10	None	2/13/2023 7:20 AM
11	Winston, really liked him as a character on paper did not feel as attached to him in the profile video	2/12/2023 10:40 PM
12	None	2/12/2023 10:29 AM
13	Likely Isabelle or Winston. Bruno also seemed a bit rude to his wife in the video.	2/11/2023 11:33 PM
14	I don't have one, they've all got their roles!	2/11/2023 7:57 PM
15	Not sure yet	2/11/2023 1:07 PM
16	Isabelle because I can't stand influencer culture (but I'm old so I'm not the demo)	2/11/2023 8:39 AM
17	Bruno...thinks he's the boss.	2/10/2023 10:23 PM
18	Jackie, I haven't seen her in the how yet. But her character intro seemed a boring and there didn't seem to be much depth in her character yet. Her bio seems to say she'll have more going on so maybe I'll like her more as the show goes on.	2/10/2023 8:33 PM
19	The screaming one. Too screamy.	2/10/2023 5:06 PM
20	I love them all.	2/10/2023 5:06 PM
21	Russel. I like his description but his portrayal on screen was grating.	2/10/2023 4:52 PM
22	I don't have one	2/10/2023 3:06 PM
23	I dunno, they're all homeruns	2/10/2023 2:07 PM

Q14 Please rank the characters from 1 (most appealing) to 6 (least appealing).

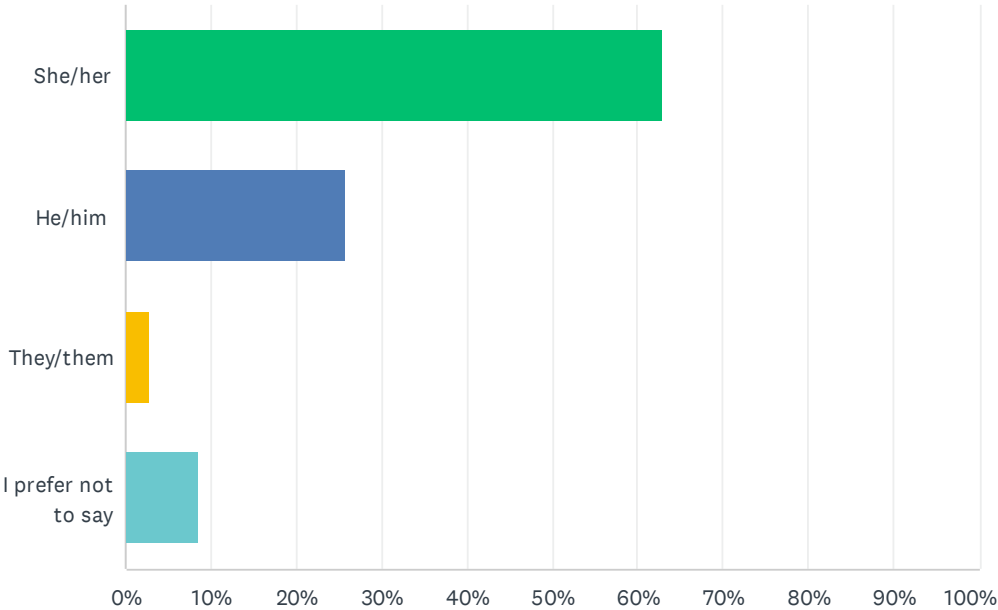
Answered: 39 Skipped: 0



	1	2	3	4	5	6	TOTAL	SCORE
Isabelle	7.69% 3	7.69% 3	28.21% 11	12.82% 5	17.95% 7	25.64% 10	39	2.97
Lou	15.38% 6	15.38% 6	10.26% 4	10.26% 4	35.90% 14	12.82% 5	39	3.26
Russell	43.59% 17	17.95% 7	12.82% 5	15.38% 6	2.56% 1	7.69% 3	39	4.62
Bruno	5.13% 2	15.38% 6	15.38% 6	25.64% 10	17.95% 7	20.51% 8	39	3.03
Winston	12.82% 5	28.21% 11	15.38% 6	20.51% 8	10.26% 4	12.82% 5	39	3.74
Jackie	15.38% 6	15.38% 6	17.95% 7	15.38% 6	15.38% 6	20.51% 8	39	3.38

Q15 Please indicate your gender

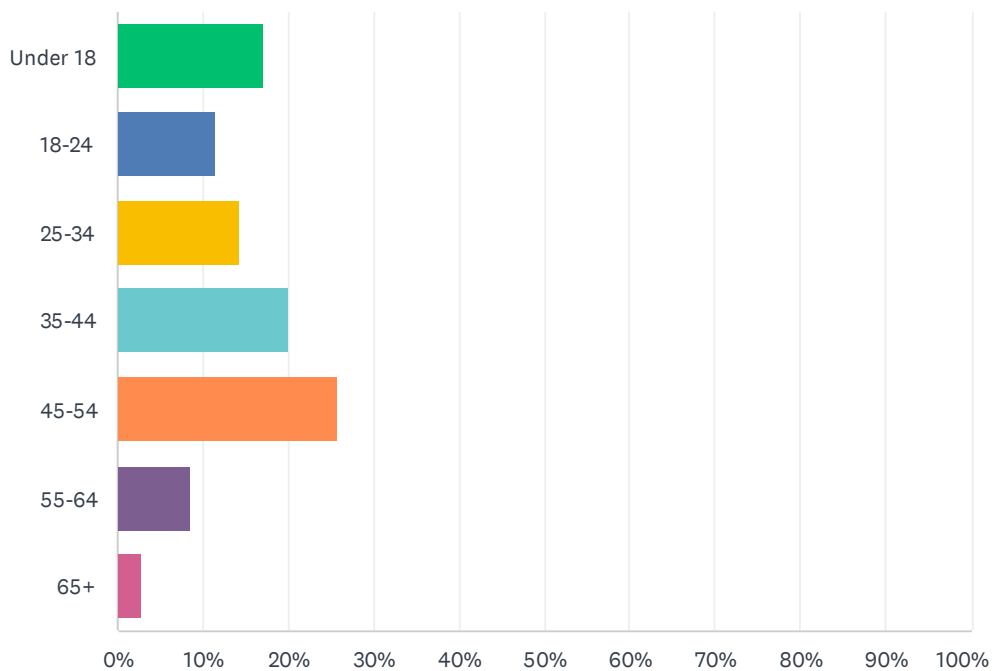
Answered: 35 Skipped: 0



ANSWER CHOICES	RESPONSES	
She/her	62.86%	22
He/him	25.71%	9
They/them	2.86%	1
I prefer not to say	8.57%	3
TOTAL		35

Q16 Please indicate your age range.

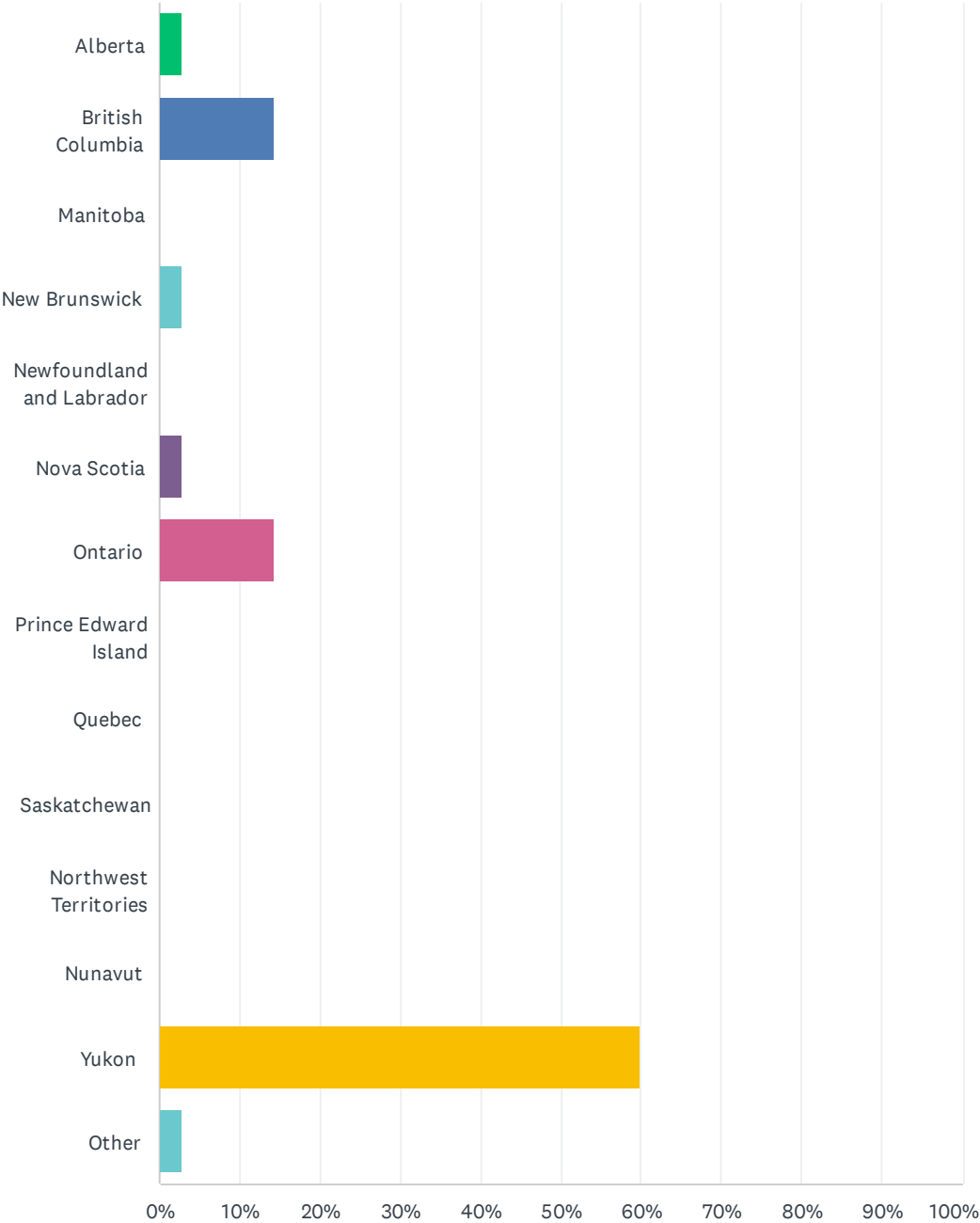
Answered: 35 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18	17.14%	6
18-24	11.43%	4
25-34	14.29%	5
35-44	20.00%	7
45-54	25.71%	9
55-64	8.57%	3
65+	2.86%	1
TOTAL		35

Q17 Where do you live?

Answered: 35 Skipped: 0



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ANSWER CHOICES	RESPONSES	
Alberta	2.86%	1
British Columbia	14.29%	5
Manitoba	0.00%	0
New Brunswick	2.86%	1
Newfoundland and Labrador	0.00%	0
Nova Scotia	2.86%	1
Ontario	14.29%	5
Prince Edward Island	0.00%	0
Quebec	0.00%	0
Saskatchewan	0.00%	0
Northwest Territories	0.00%	0
Nunavut	0.00%	0
Yukon	60.00%	21
Other	2.86%	1
TOTAL		35