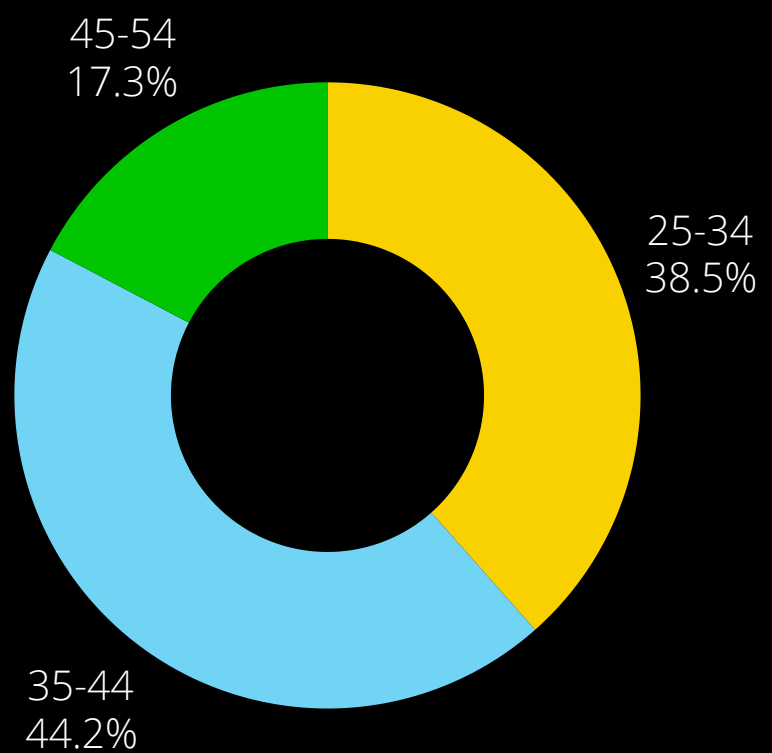


Survey Results for the #WHITEHAIRDONTCARE PRIVATE SCREENING

Audience Size = 52

BY AGE

The significant engagement from viewers aged 25-34 and 35-44 demonstrates the film's ability to resonate across generations



61%
Women

39%
Men

BY GENDER

The participation of male viewers underscores the universality of the film's themes and its capacity to spark meaningful dialogue across genders

AUDIENCE REACTIONS

The film was highly empowering, challenged perceptions of aging, and received strong recommendations from the audience

67%

Have changed their perception of aging & beauty

83%

Feel more confident about natural aging

100%

Would recommend this film to others