



# DCM AUDIENCE INSIGHTS

LET'S GO TO THE MOVIES WITH...

# 16-34 WOMEN

Look closer... **Cinemagoers** are the most engaged audience in the media mix. Women aged 16-34 consume 3.4 hours of AV every day on average, but cinema is special to them: **it's an escapist social activity, that allows this busy group to relax, unwind and treat themselves.**



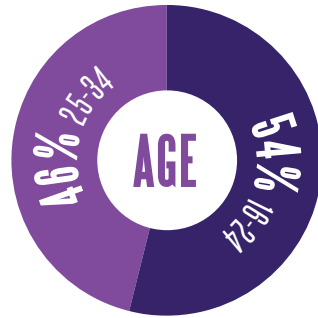
of 16-34 Women are cinemagoers

Source: TGI GB Q2 2016



That's **21%** of all UK cinema admissions

Source: CAA Film Monitor Coverage & Frequency 2015



Source: CAA Film Monitor Coverage & Frequency 2015



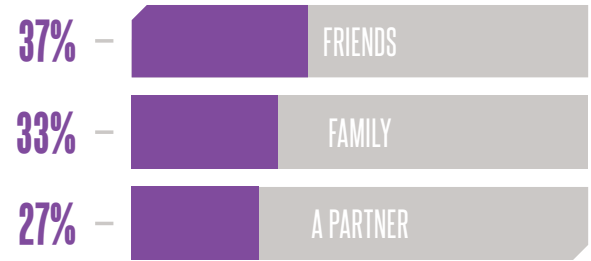
Source: IPA TouchPoints 6

KEY DAYS THEY VISIT THE CINEMA

OPENING WEEKEND  
OPENING WEEK  
WED / FRI / SAT

Source: FAME 2015

THEY GO TO THE CINEMA WITH ...



Source: FAME 2015

7  
Visits per year



Source: CAA Film Monitor Coverage & Frequency 2015

2.8  
Average group size



Source: FAME 2015

19  
Minutes in the foyer



Source: FAME 2015

THEY CAN'T WAIT TO WATCH...



La La Land



Fifty Shades Darker



Beauty and the Beast

AFTER THE FILM THEY LIKE TO...



47%  
Went for food and/or drink



19%  
Went grocery shopping



15%  
Went non-grocery shopping

Source: FAME 2015