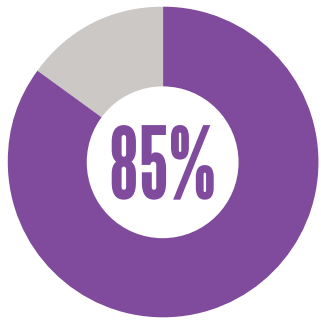


LET'S GO TO THE MOVIES WITH...

# ABC1 WOMEN

Look closer... **Cinemagoers** are the most engaged audience in the media mix. ABC1 women consume 3.7 hours of AV every day on average, but cinema is special to them: **it's a treat to themselves, a chance to socialise and unwind** through high-quality entertainment.



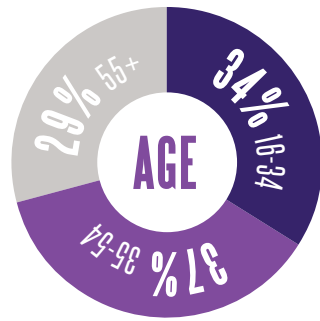
of ABC1 Women are cinemagoers

Source: TGI GB Q2 2016



That's **32%** of all UK cinema admissions

Source: CAA Film Monitor Coverage & Frequency 2015



Source: CAA Film Monitor Coverage & Frequency 2015



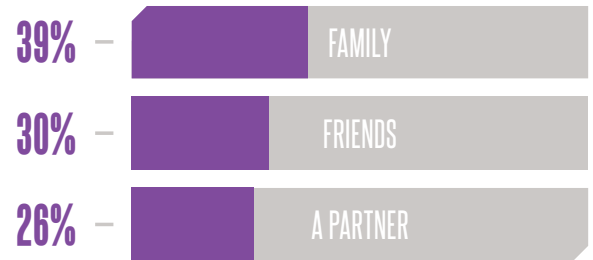
Source: IPA TouchPoints 6

## KEY DAYS THEY VISIT THE CINEMA

OPENING WEEKEND  
OPENING WEEK  
TUE / WED / SAT / SUN

Source: FAME 2015

## THEY GO TO THE CINEMA WITH ...



Source: FAME 2015

6.9

Visits per year



Source: CAA Film Monitor Coverage & Frequency 2015

2.8

Average group size



Source: FAME 2015

17

Minutes in the foyer



Source: FAME 2015

THEY CAN'T WAIT TO WATCH...



La La Land



Jackie



Fences

AFTER THE FILM THEY LIKE TO...



37%

Went for food and/or drink



11%

Went grocery shopping



8%

Went non-grocery shopping

Source: FAME 2015