

# CINEMA AUDIENCE

# OUR CORE AUDIENCES

**64%**  
ABC1<sup>2</sup>

**79%**  
Under 45<sup>2</sup>

**77%**

**OF THE UK POPULATION  
ARE CINEMAGOERS<sup>1</sup>**

**51%**  
Female<sup>1</sup>

**23%**  
London<sup>3</sup>

# CINEMA PROFILES YOUNGER AND MORE UPMARKET VS. TV & ONLINE VIDEO

Cinema is a great complement to TV & online video campaigns providing a more affluent, younger skewing audience



# YOU CAN FIND THE 'NETFLIX AUDIENCE' IN CINEMA

93% of Netflix users are cinemagoers – and they're 45% more likely than average UK adult to be a heavy cinemagoer.

The profiles of regular cinemagoers and Netflix users are very similar:

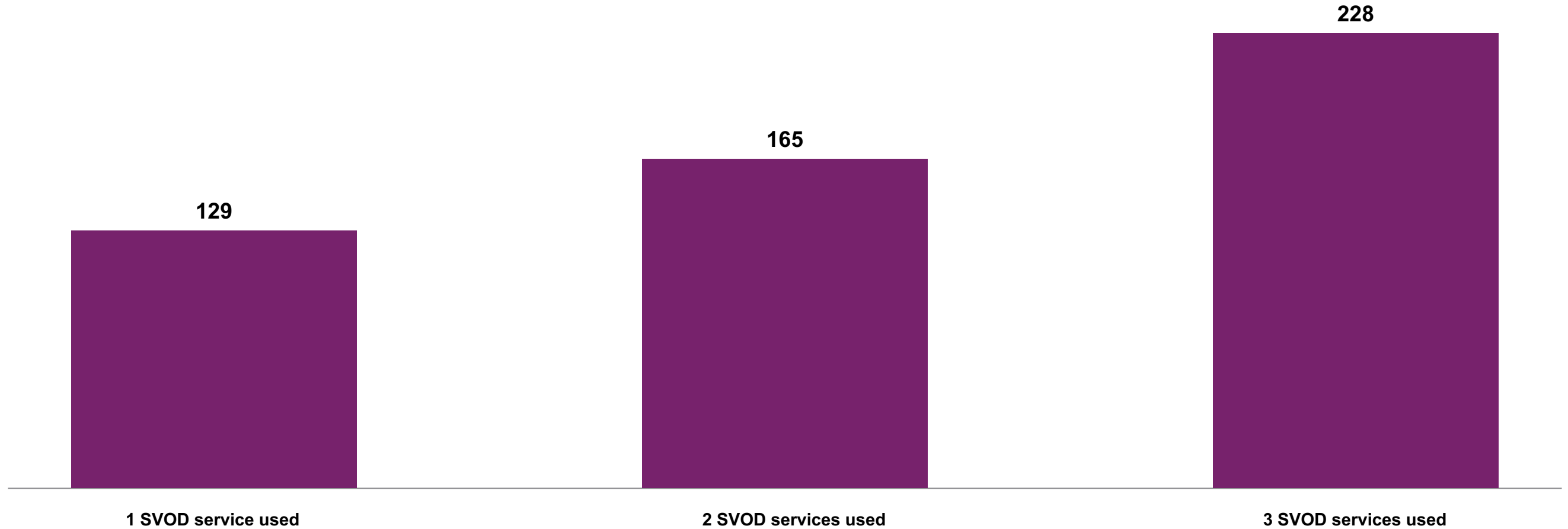
|                | Visited the cinema<br>(in last 4 weeks) | Used Netflix<br>(in last 4 weeks) |
|----------------|---|-----------------------------------|
| Male           | 51%                                     | 48%                               |
| Female         | 49%                                     | 52%                               |
| ABC1           | 66%                                     | 64%                               |
| Children in HH | 36%                                     | 36%                               |
| Main Shopper   | 59%                                     | 56%                               |
| Average age    | 41                                      | 37                                |

# STREAMING SERVICES DON'T DIMINISH PASSION FOR CINEMAGOING

The more streaming services used (e.g. Netflix, Prime, Now TV) the more likely people are to also be heavy cinemagoers

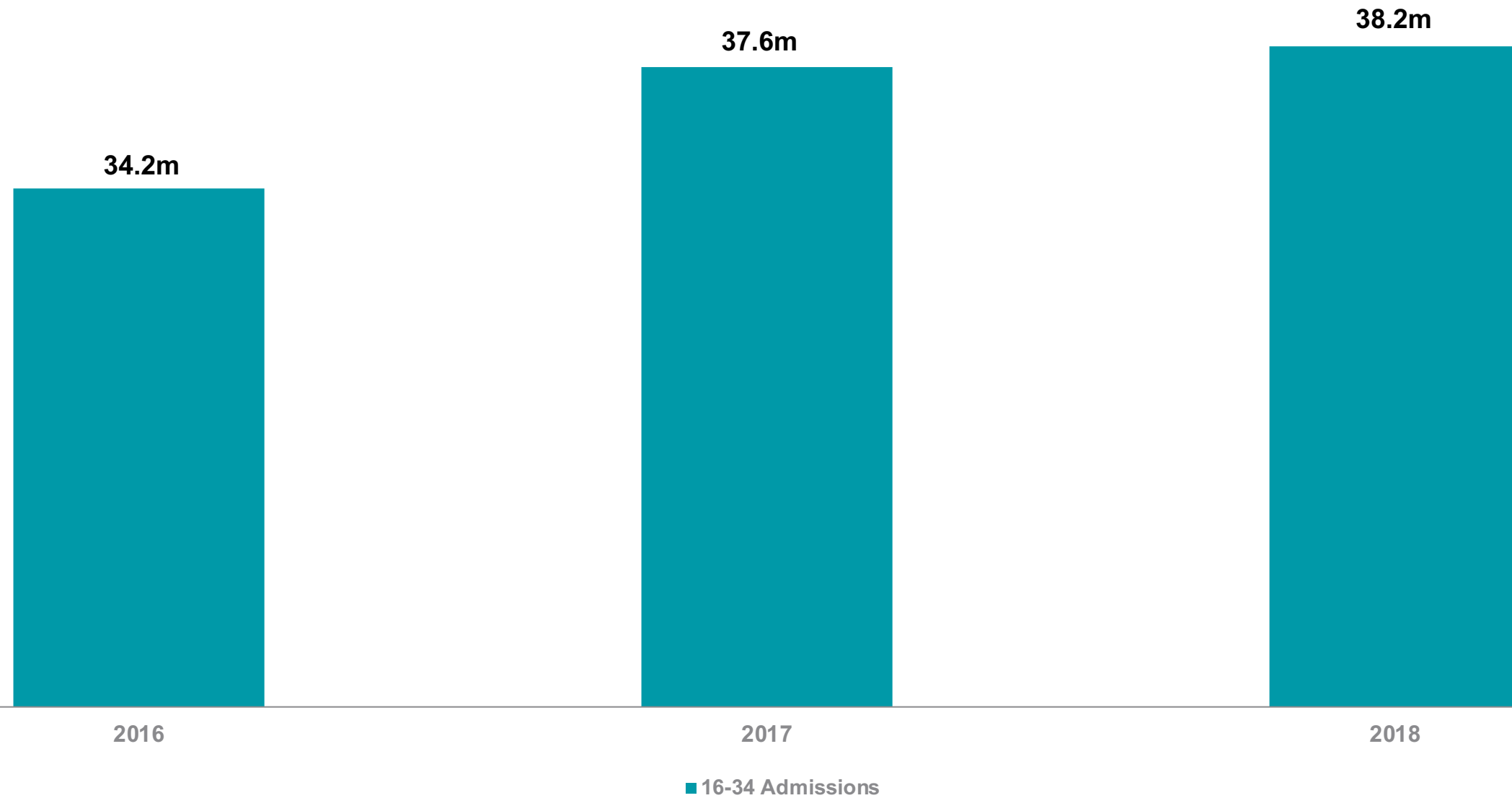
**Heavy cinemagoing (at least once a month)**

Index vs average UK adult



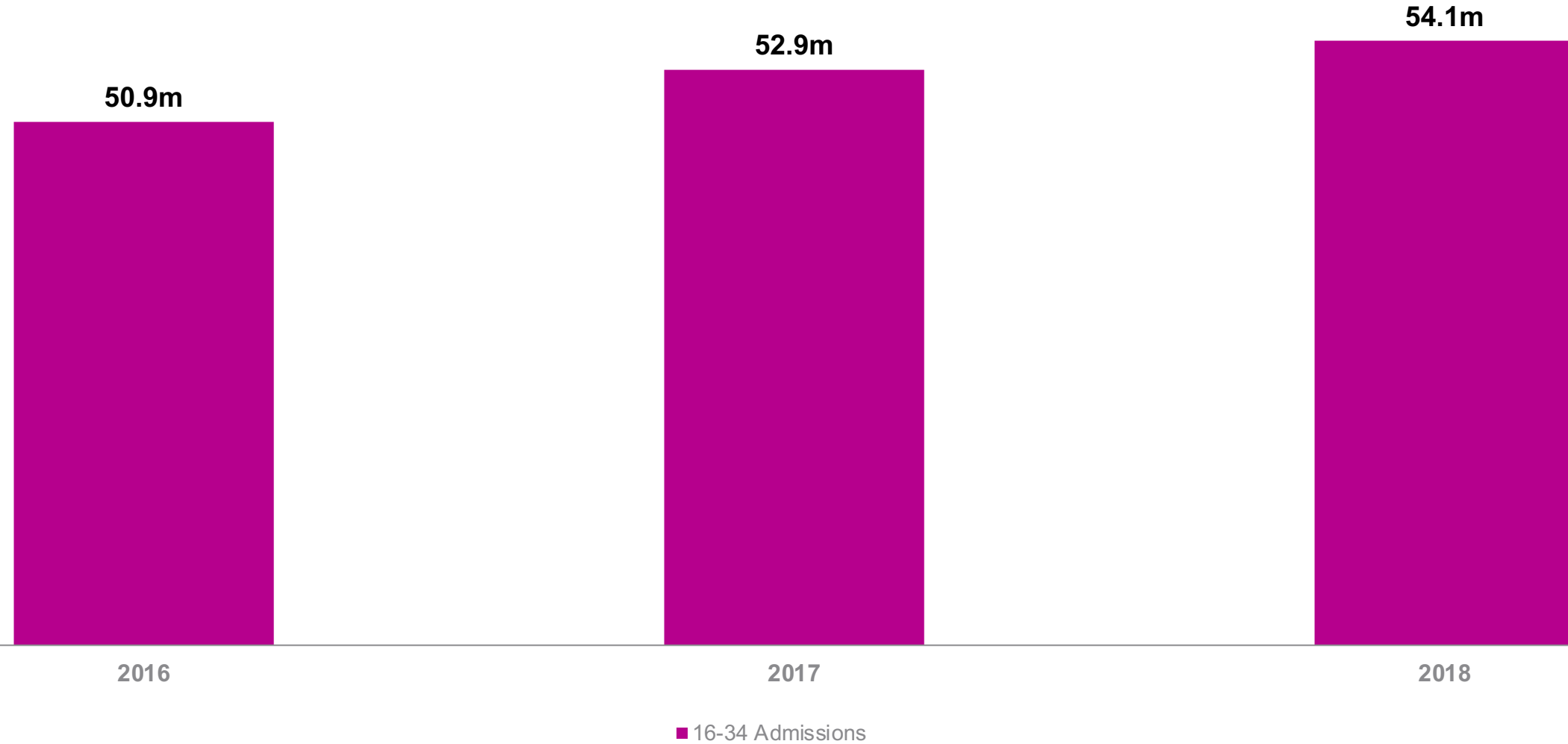
# THE TOP 30 FILMS HAVE BEEN DELIVERING MORE 16-34S

Over the last three years the biggest films at DCM cinemas have been delivering a greater volume of 16-34 admissions

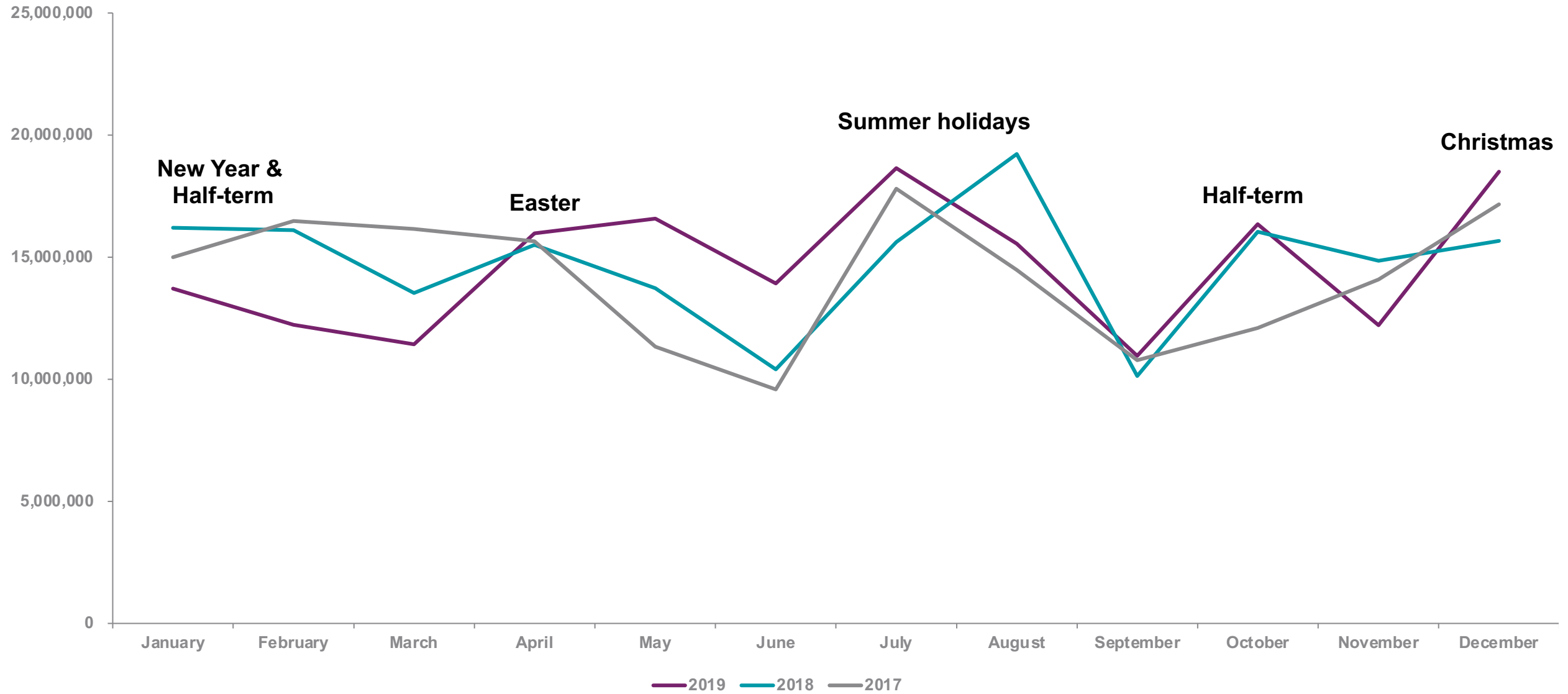


# 16-34 DCM ADMISSIONS HAVE BEEN GROWING YOY

Over the last three years 16-34 admissions have been growing across the DCM estate, with the top 75 releases delivering 54m 16-34 admissions in 2018



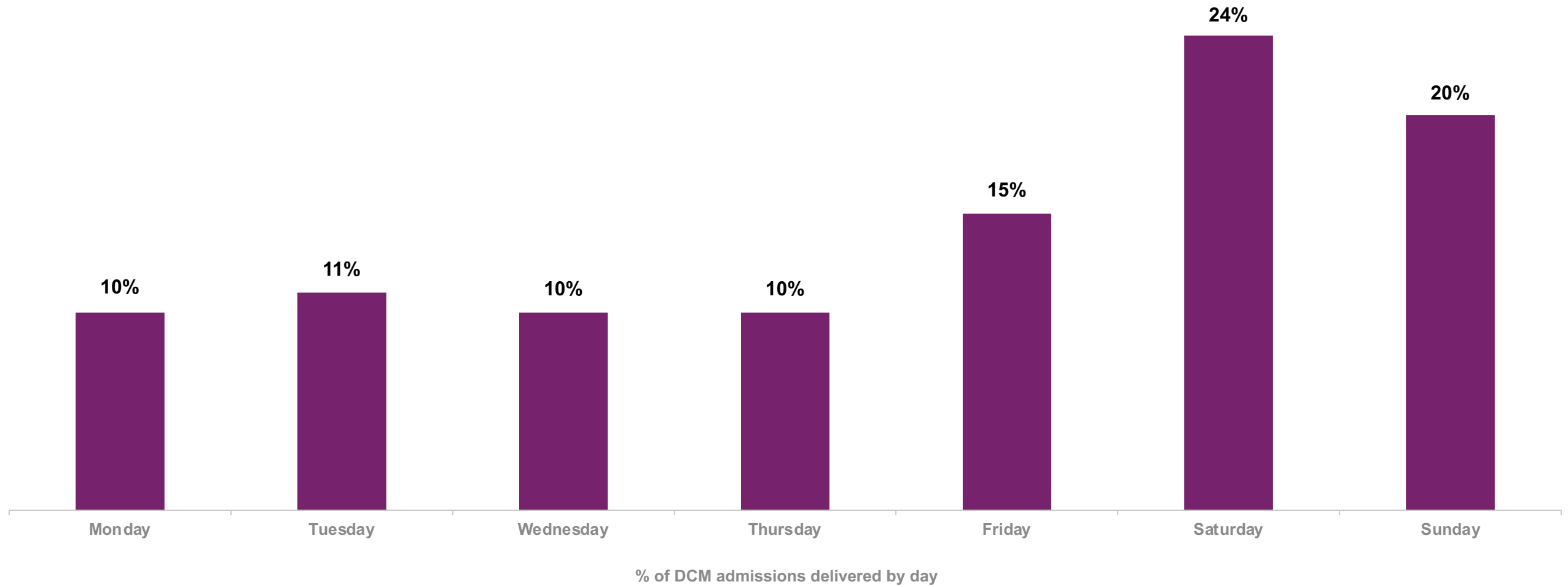
# CINEMA'S UPWEIGHTS KEY PERIODS ACROSS THE YEAR





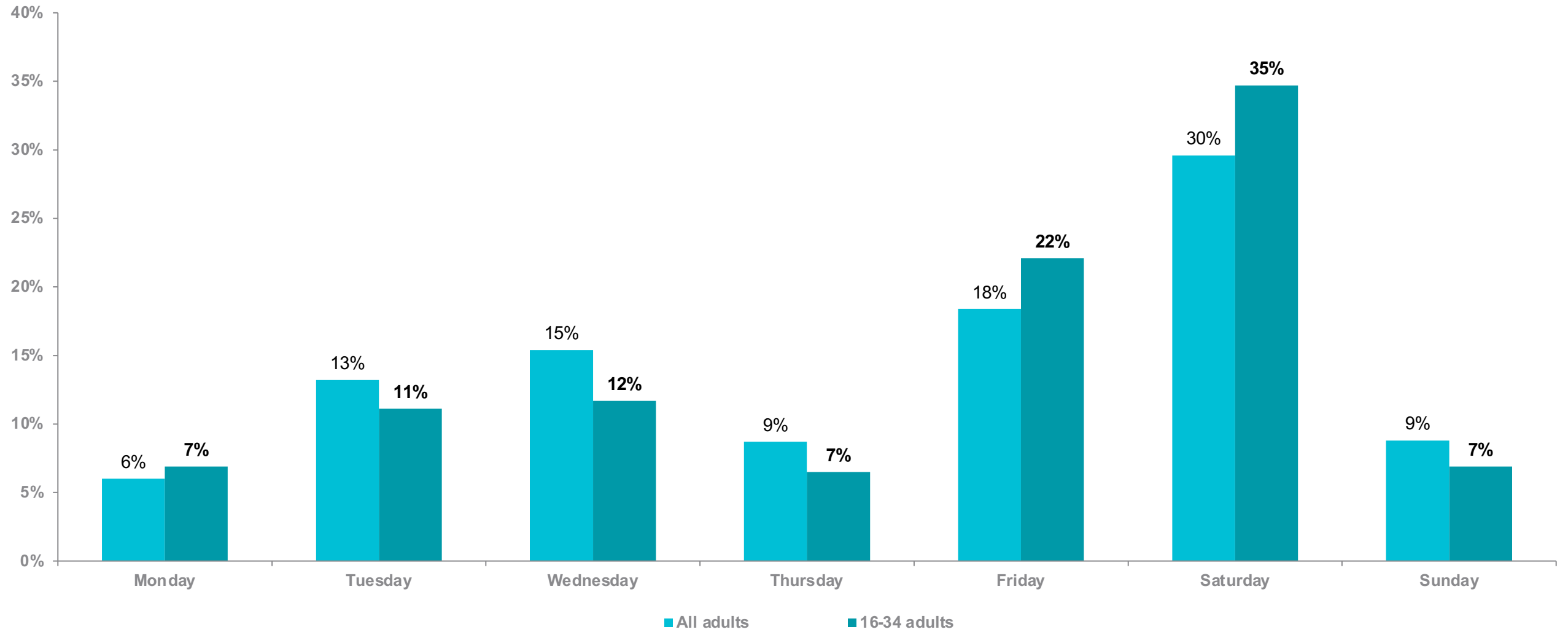
# WHEN DO PEOPLE GO TO THE CINEMA?

Cinema delivers a strong presence for brands on weekends when 44% of weekly DCM admissions are delivered



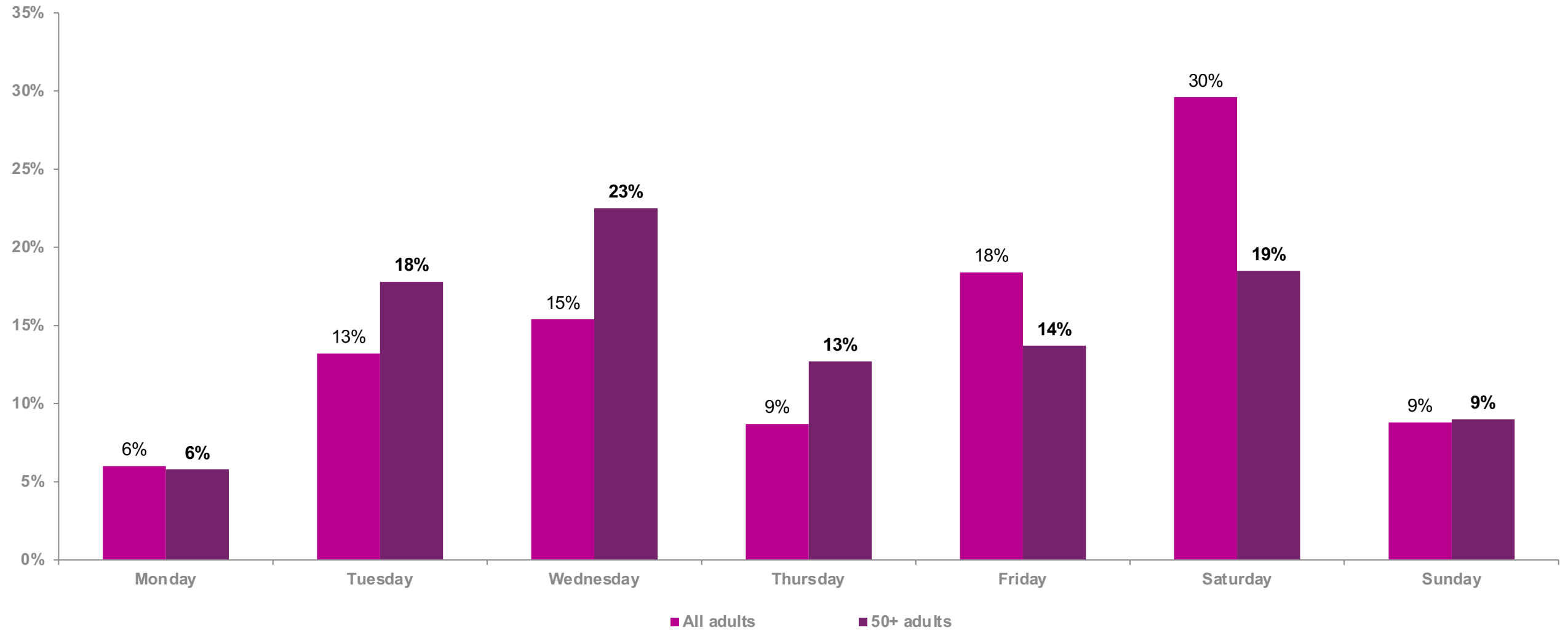
# CINEMA IS OFTEN A WEEKEND TREAT FOR 16-34S

The 16-34 audience are more likely to attend the cinema at peak weekend times (Friday and Saturday) than the average cinemagoer.



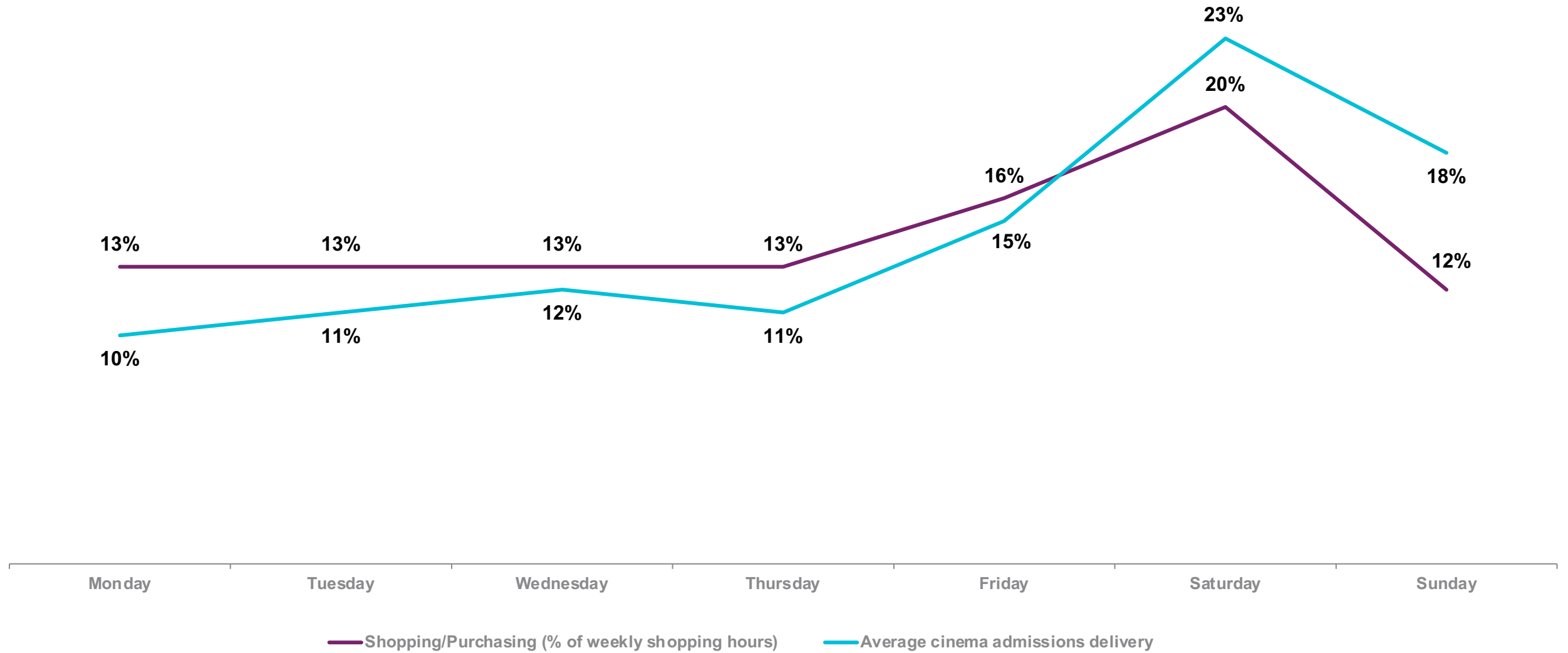
# CINEMA IS OFTEN A MIDWEEK TREAT FOR 50+ AUDIENCE

The older audience are more likely to avoid peak times (Friday and Saturday) and prefer midweek visits (Tuesday & Wednesday)



# CINEMA NATURALLY UPWEIGHTS RETAIL DAYS

However it is possible to further skew this by planning by day of week



# WHAT TIME DO PEOPLE GO TO THE CINEMA?

Weekend visits start earlier, while weekday visits begin to build from 5pm and peak between 8-9pm



# THE CINEWORLD AUDIENCE

## Demographics

Younger-skewing ABC1 audience

|        | Regular Cineworld cinemagoer | Average UK adult profile |
|--------|------------------------------|--------------------------|
| 15-34  | 40%                          | 31%                      |
| 35-54  | 38%                          | 33%                      |
| 55+    | 22%                          | 37%                      |
| ABC1   | 60%                          | 55%                      |
| > £35k | 52%                          | 39%                      |

## Lifestyle

Tech savvy and early adopters

**I make sure I have the most up-to-date mobile on the market**  
(Index: 146)

**I like to buy new gadgets & appliances**  
(Index: 112)

**Currently own a smart home speaker, smart watch or 4K TV**  
(Index: 144)

## Media habits

Subscriptions & broad entertainment channels

**NETFLIX**



# THE ODEON AUDIENCE

## Demographics

Younger skewing ABC1 audience

|        | Regular Odeon cinemagoer | Average UK adult profile |
|--------|--------------------------|--------------------------|
| 15-34  | <b>40%</b>               | <b>31%</b>               |
| 35-54  | <b>35%</b>               | <b>33%</b>               |
| 55+    | <b>24%</b>               | <b>37%</b>               |
| ABC1   | <b>58%</b>               | <b>55%</b>               |
| > £35k | <b>44%</b>               | <b>39%</b>               |

## Lifestyle

Busy lives but ad/brand-receptive

**“Always on the go”**  
(Index: 118)

**Celebrities influence my purchase decisions**  
(Index: 118)

**“Ad Impressionable”**  
(Index: 122)

## Media habits

Broad, mainstream entertainment tastes

Logos for various media brands: NETFLIX, KISS, Spotify, METRO, Channel 4, Comedy Central, BBC Radio 1.

# THE VUE AUDIENCE

## Demographics

Younger skewing, affluent audience

|        | Regular Vue cinemagoer | Average UK adult profile |
|--------|------------------------|--------------------------|
| 15-34  | 41%                    | 31%                      |
| 35-54  | 36%                    | 33%                      |
| 55+    | 24%                    | 37%                      |
| ABC1   | 59%                    | 55%                      |
| > £35k | 44%                    | 39%                      |

## Lifestyle

Love variety & are big entertainment fans

**I have a keen sense of adventure**

(Index: 120)

**Entertainment & Media conversation catalysts**

(Index: 167)

**Watch streams of Esports/gaming**

(Index: 158)

## Media habits

Seeking entertainment & quality





# THE CURZON AUDIENCE

## Demographics

Curzon attracts an affluent AB audience

|        | Regular Curzon cinemagoer | Average UK adult profile |
|--------|---------------------------|--------------------------|
| 25-34  | <b>27%</b>                | <b>17%</b>               |
| 35-54  | <b>29%</b>                | <b>33%</b>               |
| 55+    | <b>32%</b>                | <b>37%</b>               |
| AB     | <b>51%</b>                | <b>27%</b>               |
| > £55k | <b>45%</b>                | <b>19%</b>               |

## Lifestyle

Heritage and quality are key choice drivers

**It's important to me know how products & services I buy are sourced and made**

(Index: 139)

**I am trying to buy more fair trade products**

(Index: 152)

**I prefer to eat organic food**

(Index: 212)

## Media habits

Enjoy a range of premium media outlets



# THE PICTUREHOUSE AUDIENCE

## Demographics

A highly affluent younger-skewing audience

|        | Regular Picturehouse cinemagoer | Average UK adult profile |
|--------|---------------------------------|--------------------------|
| 15-34  | <b>47%</b>                      | <b>31%</b>               |
| 35-54  | <b>29%</b>                      | <b>33%</b>               |
| 55+    | <b>24%</b>                      | <b>37%</b>               |
| ABC1   | <b>76%</b>                      | <b>55%</b>               |
| > £55k | <b>39%</b>                      | <b>19%</b>               |

## Lifestyle

Discerning and engaged

**It's important to me know how products & services I buy are sourced and made**

(Index: 152)

**I am prepared to make lifestyle compromises to benefit the environment**

(Index: 119)

**Have visited art gallery, museum or theatre in last 12 months**

(Index: 136)

## Media habits

Seeking interesting & premium content

**NETFLIX**

**BBC RADIO**



**The Guardian**

**TimeOut**

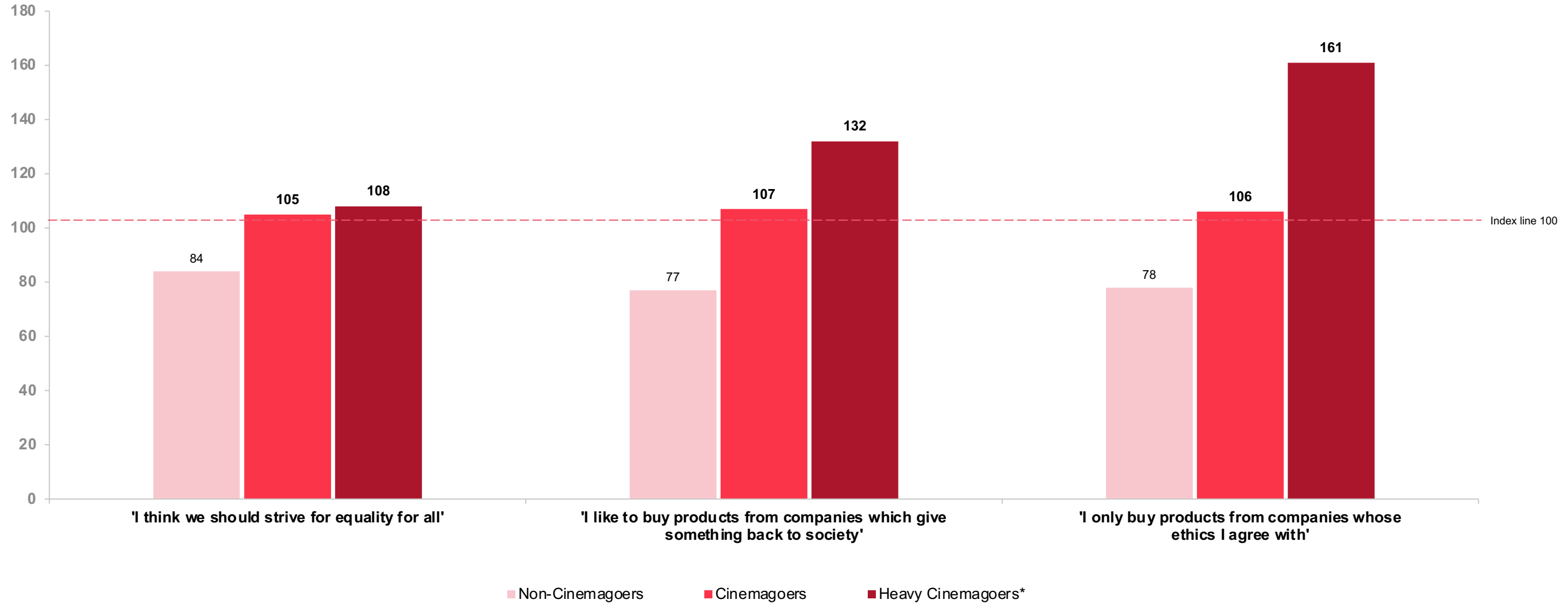


**London Evening Standard**

# ETHICAL AND PROGRESSIVE MINDSET

Cinemagoers and those that visit once a month or more both over index for having a progressive mindset and believing it is important companies act in the correct way.

Agree with the statements below... (index vs. average UK adult)



# ENVIRONMENTALLY CONSCIOUS AND CHARITABLE

Cinemagoers and those to visit once a month or more both over index for being environmentally conscious and charitable

Agree with the statements below... (index vs average UK adult)

