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CINEMA: A FAMILY FAVOURITE

Digital Cinema Media x REDC

October 2025

REDC

DCM X REDC RESEARCH: OBJECTIVES & METHODOLOGY

Online survey conducted in September 2025 among c.1,300 parents of children aged 6 to 15

Family experiences

Understand where cinema sits within the wider range of paid for family activities

Identify what appeals most to families about cinema (environment and content)

Understand purchasing behaviour and the influence of kids/advertising

CGF: (Cinemagoing Families) **n=1,101**

- Parent of child/children aged 6 to 15
- Have been to the cinema as a family in the past 12 months

n=1,054 children answered a 5-minute section of the survey

NON-CGF: (Non-Cinemagoer Families) **n=195**

- Parent of child/children aged 6 to 15
- Have not been to the cinema as a family in the past 12 months

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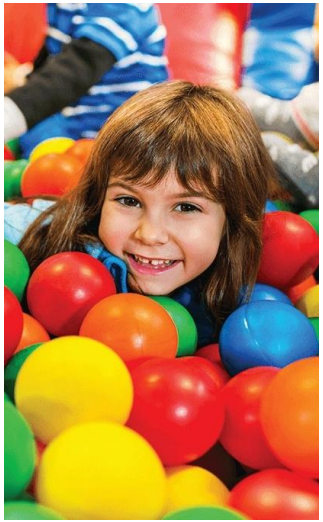
SWIMMING & CINEMA ARE THE TOP PAID FAMILY ACTIVITIES

We asked families about their experiences with 12 paid-for activities, and these were the top 5 most frequently done

1. SWIMMING	2. CINEMA	3. SOFT PLAY	4. LIVE EVENTS	5. THEME PARKS / ATTRACTIONS



How often do you do the following activities that have an entry fee as a family with your children/child?
Base: All cinemagoing families (n=1,101)

CINEMAGOING FAMILIES DO SIGNIFICANTLY MORE PAID FOR FAMILY ACTIVITIES

Paid activity frequency: At least once a month - Average

3.5

Cinemagoing families

1.3

Non-cinemagoing families

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How often do you do the following activities that have an entry fee as a family with your children/child?
Base: All cinemagoing families (n=1,101), All non-cinemagoer families (n=195)

CINEMAGOING FAMILIES ARE MORE AFFLUENT & CITY-BASED

Average income, likelihood to be ABC1, and urban-based are all significantly higher for cinemagoing families.

	Average HH income	HH SEG - %	Currently live… - %
Cinemagoing families	**£80,400** ▲	76 ▲ ABC1; 24 C2DE	56 ▲ Urban; 34 Suburban; 10 Rural
Non-cinemagoing families	**£56,100**	57 ABC1; 43 ▲ C2DE	40 Urban; 48 ▲ Suburban; 12 Rural

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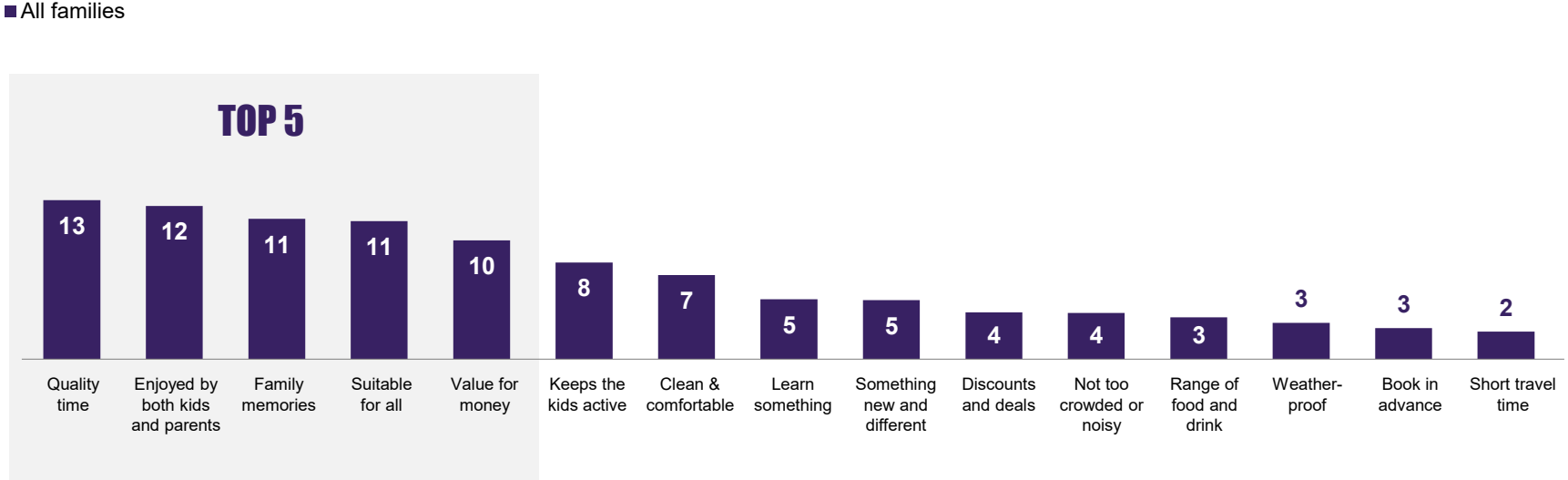
Base: All cinemagoing families (n=1,101), All non-cinemagoing families (n=195)

▲/▼ Significantly higher/lower than other group @95%

FOR ALL FAMILIES, QUALITY TIME & ENJOYMENT FOR ALL ARE KEY IN ACTIVITY DECISION-MAKING

Suitability for the whole family and value for money are also important considerations

MaxDiff – Importance of elements when deciding on a family activity - % (All respondents)



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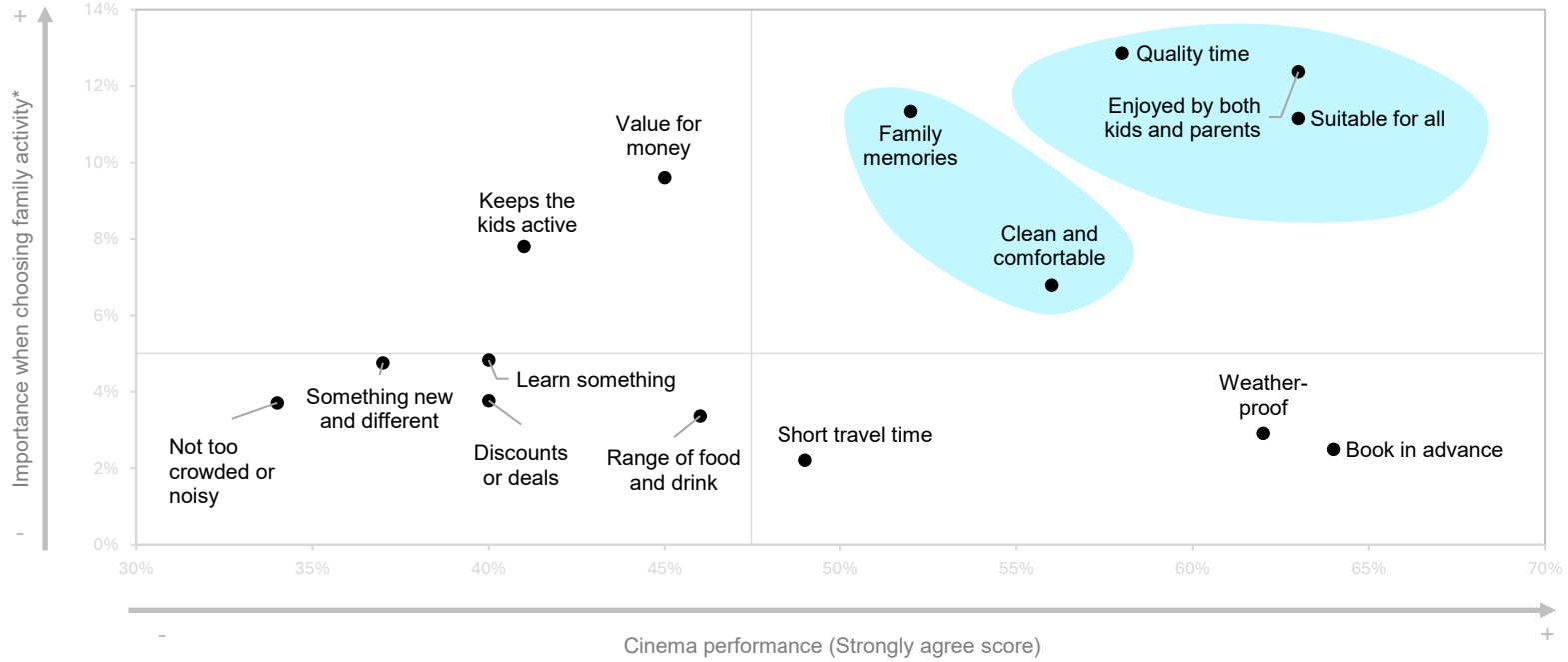
Imagine you are deciding what activity to do as a family. […] Which of the following are **most** and **least** important to you?
Base: All families (n=1,296)

CINEMA DELIVERS STRONGLY AGAINST THE MOST IMPORTANT FACTORS FOR FAMILIES

MaxDiff vs Cinema performance - % (Cinemagoer families)



A2. When thinking about [cinema], how much do you agree, or disagree, with each of the following statements?
Base: All cinemagoing families (n=1,101)

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CINEMA IS THE TOP CONSIDERATION ALL YEAR ROUND - WELL AHEAD OF OTHER OPTIONS

Likelihood (Very/somewhat likely) to go to the cinema by seasonal event (Cinemagoing families)

October half-term

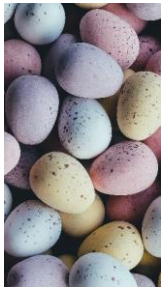
#1 89%

Christmas holidays

#1 86%

February half-term

#1 87%



Easter holidays

#1 85%

May half-term

#1 84%

Summer holidays

#1 85%

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Now thinking about specific times of year… How likely, or unlikely, are you to choose the following activities to do as a family during [seasonal event]? / Base: All cinemagoing families (n=1,101)

IN THEIR OWN WORDS, CINEMAGOING FAMILIES DESCRIBE A VERY DEEP BOND WITH CINEMA

"Cinema means a night out where we are all off our phones, sat together watching a film and we can snack and laugh and share our thoughts after."

"**Cinema means a lot** to my family. It's the one time we get to come out together and spend time without any interruption."

"**Cinema is like a magic window** where family can share exciting stories, laugh together, and feel like they are on an adventure without ever leaving their seats"

"It's a fun day out for all as standalone activity or as part of a whole day of shopping/eating out. Cinema is a **great place to go**, rain or shine **for some escapism**."

"For my family, cinema isn't just about watching movies **it's a shared ritual**. It's the way we gather, press pause on the chaos of daily life, and dive into a story together."

"It's an activity that all the family enjoy, **a nice half term treat** which allows the children to bond"

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In your own words, please describe what cinema means to your family
Base: All cinemagoing families (n=1,101)

OVER 8 IN 10 AGREE THAT A TRIP TO THE CINEMA AS A FAMILY ALWAYS FEELS SPECIAL (85%)

Base: All cinemagoing families (n=1,101). Strongly/somewhat agree.

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CINEMA IS HIGHLY VALUED BY PARENTS

88% Cinema is a relaxing way to spend time together as a family

87% Watching a film in the cinema is more immersive than watching at home

86% We can focus better on a film in the cinema than at home

(Strongly/somewhat agree)

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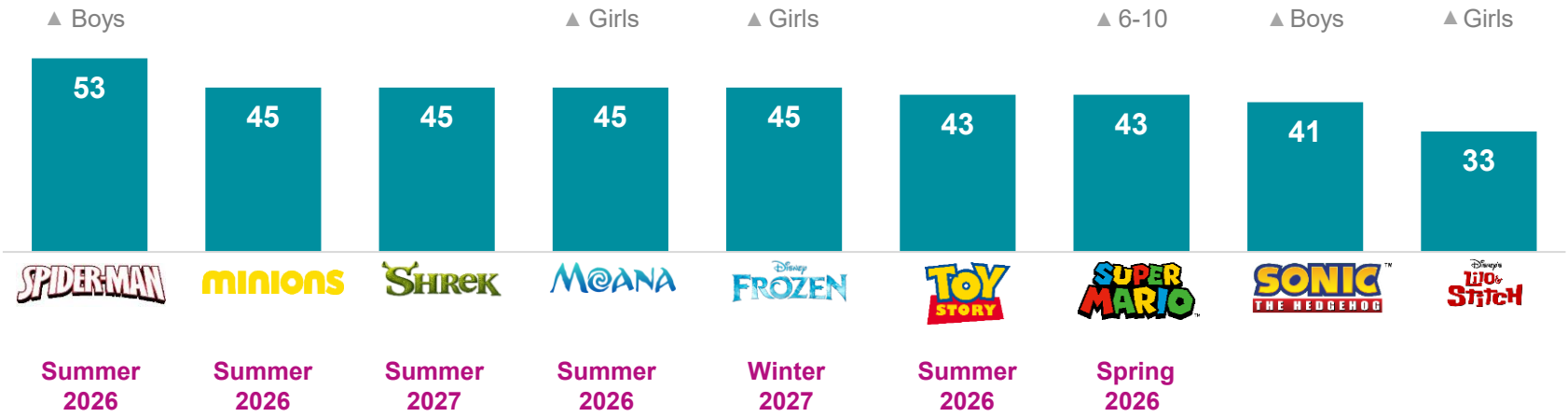
How strongly do you agree, or disagree, with each of the following statements?
Base: All cinemagoing families (n=1,101)

FAMILIES ARE SET TO BE WELL SERVED BY POPULAR FRANCHISES IN 2026-27

Popular franchises returning in 2026 will drive significant growth in family admissions YOY

Franchises / Characters Enjoy - % (Cinemagoing Families)



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Which franchises or characters does *CHILD(REN) AGE* enjoy? Please select up to 3
Base: All cinemagoing families (n=1,101)

▲/▼ Significantly higher/lower than other group @95%

WHEN ASKED DIRECTLY, THE KIDS CONFIRMED THE TOP 3

However, Toy Story and Super Mario – both with new films coming in 2026 - moved up the hierarchy

Top 5 Franchises Love / Like - % (All cinemagoing families and cinemagoing children)

	Minions	Shrek	Spider-Man	Toy Story	Super Mario
Kids ranking	#1	#2	#3	#4	#5
Kids Rating	74%	72%	71%	71%	70%
Parent Ranking	#2	#3	#1	#6	#7

How much do you like each of the following characters and franchises? – 5 Point answer scale
Base: All cinemagoing families (n=1,101), All cinemagoing children who took part in the survey (n=1,054)

83% OF CINEMAGOING FAMILIES AGREE WATCHING THE ADS & TRAILERS IS PART OF THE CINEMA EXPERIENCE

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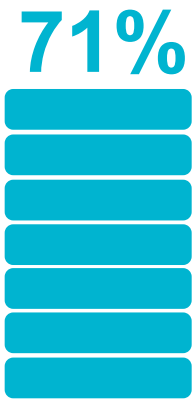
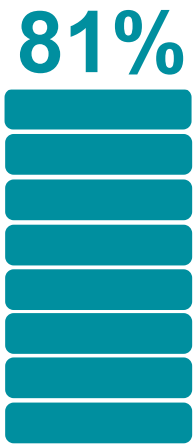
A5. Now thinking about the cinema as a family activity more particularly… How strongly do you agree, or disagree, with each of the following statements? / Base: All cinemagoing families (n=1,101)

CINEMA PERCEIVED AS HIGHER QUALITY & SAFER

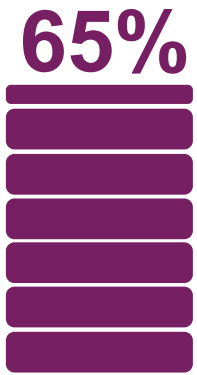
Relative to other platforms, the vast majority of cinemagoing parents perceive cinema – and the advertising shown – as higher quality and safe for their children.



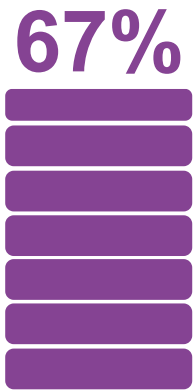
Cinema offers higher quality ads than other platforms



Cinema offers higher quality films than other platforms



Less concerned about content my kids see at the cinema vs other platforms



Less concerned about ads my kids see at the cinema vs other platforms

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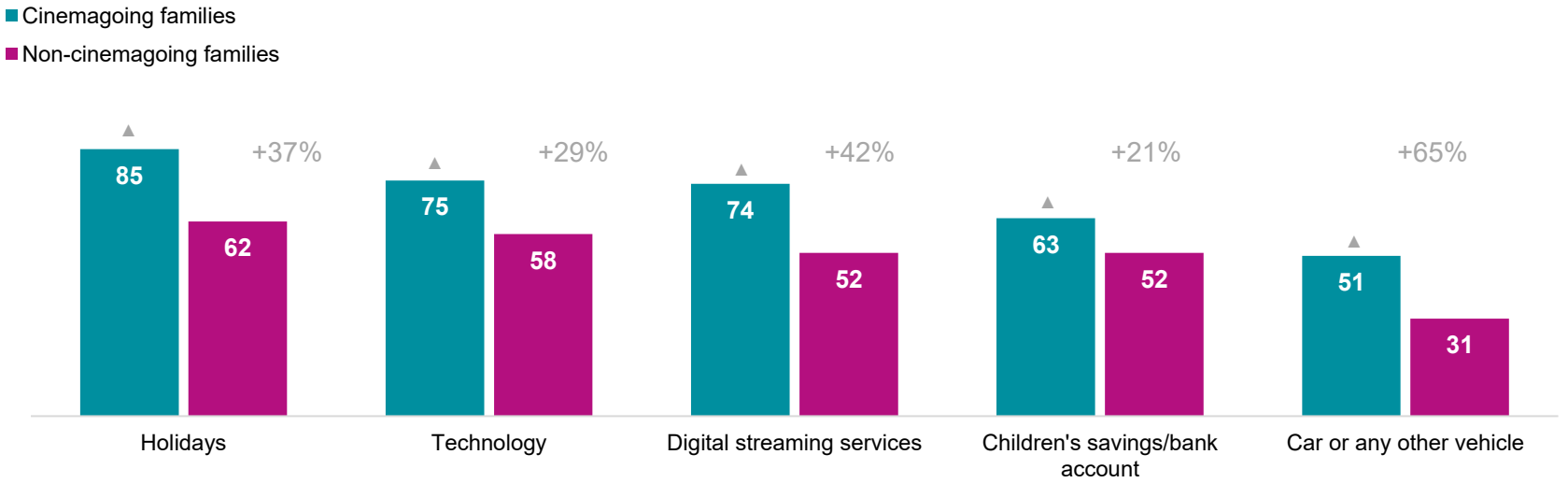
Now thinking about the cinema vs other platforms in the context of a family activity…
How strongly do you agree, or disagree, with each of the following statements? / Base: All cinemagoing families (n=1,101)

CINEMAGOING FAMILIES ARE SIGNIFICANTLY MORE LIKELY TO BE IN THE MARKET

With more disposable income, cinemagoing families are unsurprisingly more likely to be in market across an array of product categories from holidays and tech to a new car.

Purchase categories – Likely to purchase in the next year: Very/somewhat likely - %



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Thinking about the following categories, how likely are you to buy something from each one in the next 12 months?
Base: All cinemagoing families (n=1,101), All non-cinemagoing families (n=195)

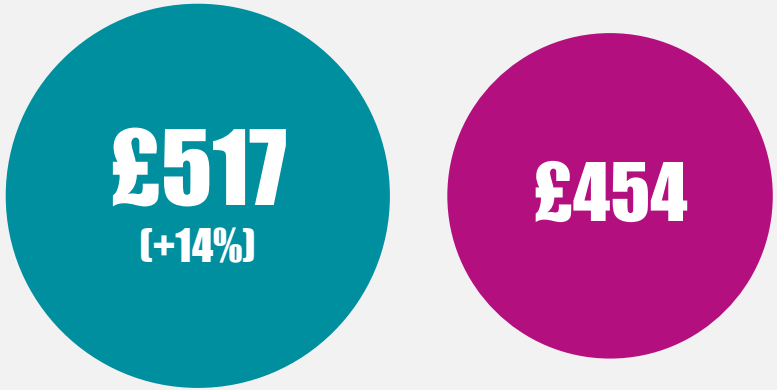
▲/▼ Significantly higher/lower than other group @95%

TAP INTO FAMILIES WITH STRONGER PURCHASING POWER WITH CINEMA

- Cinemagoing families
- Non-cinemagoing families

Holiday Spend
(yearly average)

Grocery Spend
(monthly average)



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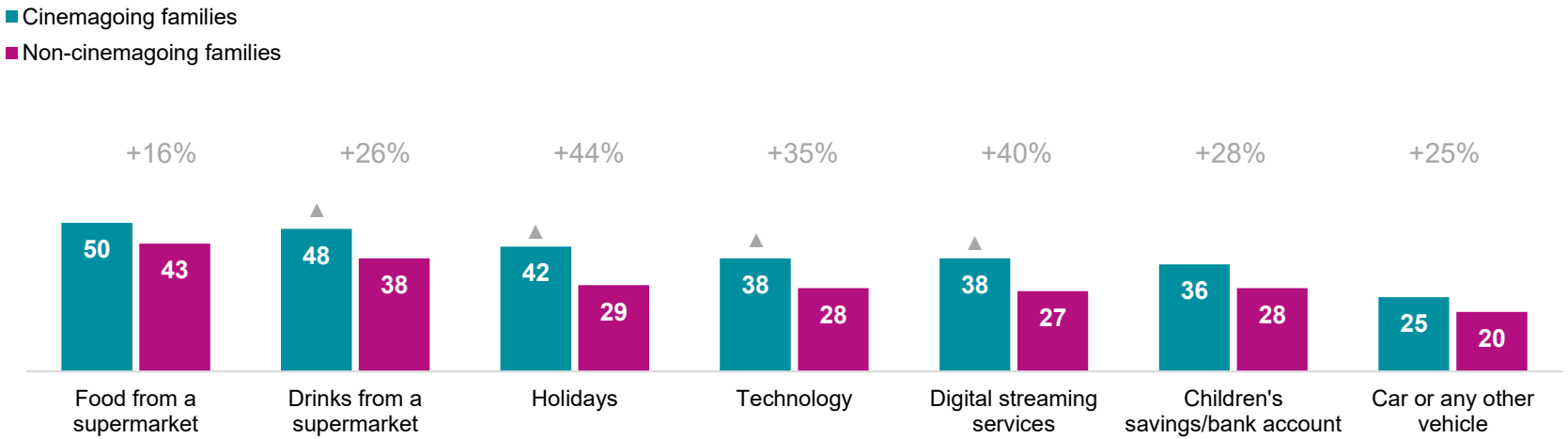
Thinking about holidays (e.g. train or plane tickets and accommodation, or package holidays), approximately how much do you spend per year?
Thinking about supermarket grocery spend, approximately how much do you spend per month? / Base: All cinemagoing families (n=1,101), All non-cinemagoing families (n=195)

CHILDREN IN CINEMAGOING FAMILIES HAVE A BIGGER INFLUENCE ON PURCHASES

Significantly higher than non-cinemagoing families in most categories

Purchase categories – Child influence: Decisive/strong influence – % (All respondents)



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How much influence does/do your child/children usually have on your purchasing decisions in each of the following?
Base: All cinemagoing families (n=1,101), All non-cinemagoing families (n=195)

▲/▼ Significantly higher/lower than other group @95%

PESTER POWER IS ALIVE AND WELL!

70%

of children told us they had asked for something they'd seen advertised at the cinema

▲ Child aged 6-10 significantly higher than aged 11+

AND

71%

of parents said they usually buy as a result

▲ CGF child aged 6-10 significantly higher than 11+

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Have you ever asked for something you saw in an ad at the cinema? / Has your child ever asked you for something they saw advertised at the cinema?
Base: All cinemagoing families (n=1,101)

▲/▼ Significantly higher than other group @ 95%

IMPLICATIONS FOR BRANDS

Cinema remains a favourite activity for families, and provides brands with an increasingly unique opportunity to reach parent(s) and children together

Cinema remains a family favourite

Despite an array of paid-for leisure activities, cinema remains a family favourite because it's ability to deliver an array of family needs – it's particularly top of mind across the key school holiday periods.

Engage higher-income families

Cinemagoing families are typically higher income households who have more disposable income.

They are more likely to be in market – and spend more – across an array of product categories

Reach them in a special, engaged moment

Cinema allows brands to reach families away from the hectic day-to-day, in an engaged moment that they really value because of the 'together time'.

A big opportunity for brands to tap into 'pester power' in a high quality, safe environment.

FAMILIES AND BRANDS ARE SPOILT FOR CHOICE IN 2026

Goat
13 February

Hoppers
6 March

Magic Faraway Tree
27 March

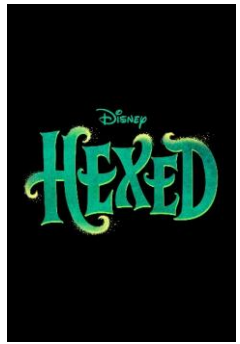
Super Mario Bros Galaxy Movie
3 April

Toy Story 5
19 June

Minions 3
1 July

PAW Patrol: The Dino Movie
31 July

The Cat In The Hat
7 November



Hexed
27 November

Angry Birds 3
23 December

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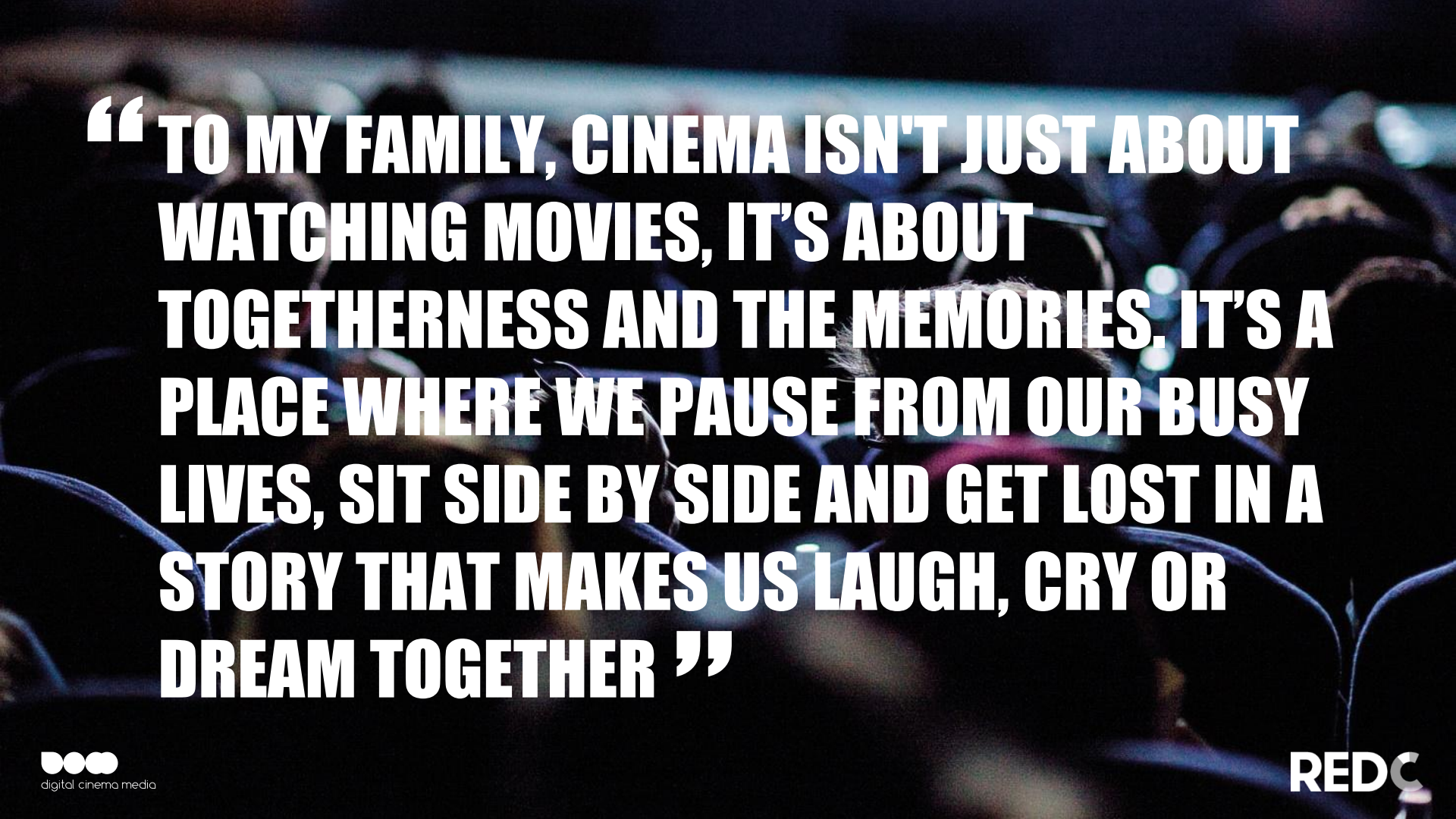
“TO MY FAMILY, CINEMA ISN'T JUST ABOUT WATCHING MOVIES, IT’S ABOUT TOGETHERNESS AND THE MEMORIES. IT’S A PLACE WHERE WE PAUSE FROM OUR BUSY LIVES, SIT SIDE BY SIDE AND GET LOST IN A STORY THAT MAKES US LAUGH, CRY OR DREAM TOGETHER ”
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RED