

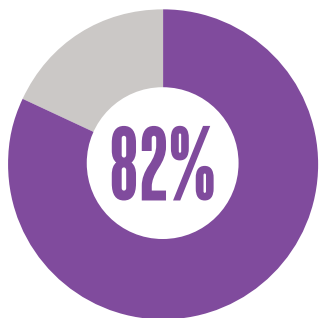
# DCM AUDIENCE INSIGHTS



LET'S GO TO THE MOVIES WITH...

# ABC1 WOMEN

Whether it is family plans or work commitments, ABC1 women lead busy daily lives. Cinema is the **perfect place for them to indulge, escape and relax**, both with their friends and with their family. They are affluent and like to treat themselves, **overindexing for enjoying the more boutique cinema experience.**



82% of ABC1 Women are cinemagoers

Source: TGI Q3 2019.



That's 6 ABC1 Women TVRs each week

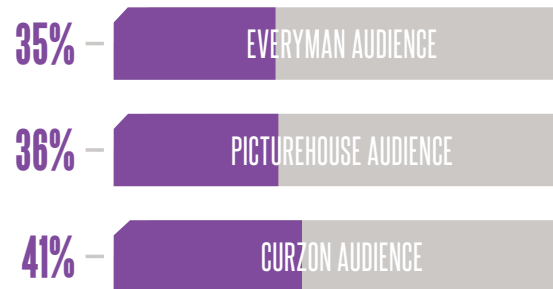
Source: CAA Film Monitor Coverage & Frequency 2019. \*DCM AGP admissions.

## THEY ARE AWARDS SEASON LOVERS

They are 22% more likely to watch a film at the cinema if it's been nominated for an Oscar or BAFTA

Source: FAME 2018.

## THEY ACCOUNT FOR...



Source: IPA Touchpoints 2018.

76%

'I get completely absorbed in the story when I watch a film at the cinema'

(Index 124)

75%

'A trip to the cinema lets me escape from everyday life'

(Index 122)

71%

'Watching a film at the cinema gives me something to talk about with friends and family'

(Index 126)

Source: FAME 2018.



65%

are Light TV Viewers



33%

have used a SVOD\* service in the last 4 weeks



76%

agree that the cinema experience cannot be replicated on TV, laptop or mobile

Source: IPA Touchpoints 2018. TGI Q3 2019. FAME 2018. \*Subscription Video on Demand - Netflix, Amazon Prime Video, Now TV.

## WHAT DO THEY WATCH?

Source: TGI Q3 2019.



Romance (Index 168)



Drama (Index 162)



Musicals (Index 145)

## AFTER THE FILM THEY LIKE TO...

Source: FAME 2018.



39% Go for food/drink (Index 102)



34% Post about their cinema trip on social media (Index 114)



23% Go grocery/non grocery shopping (Index 102)