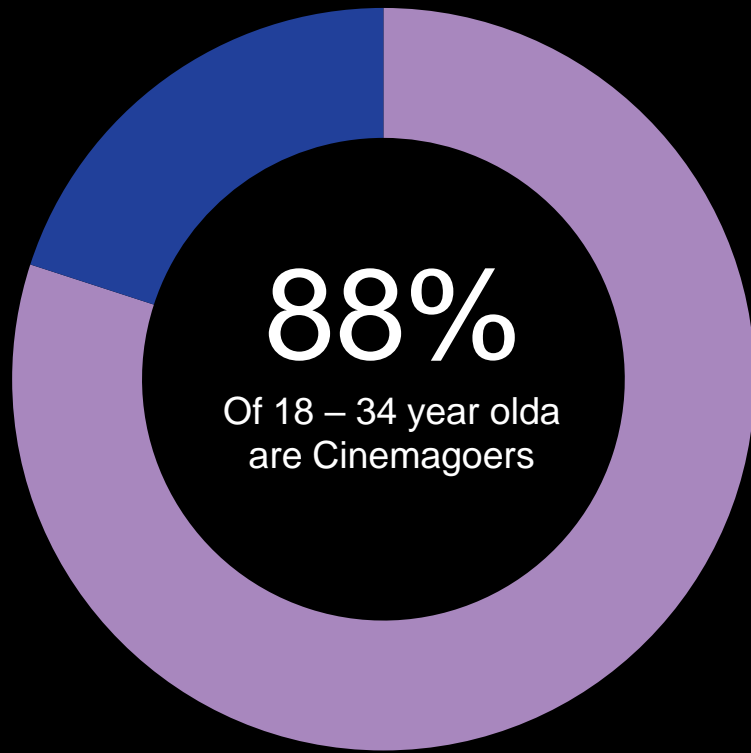
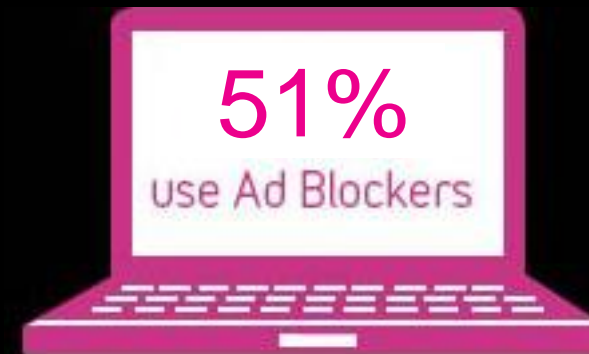


18 – 34 Year Olds
Go to the Cinema





64% are
Light TV Viewers

A purple rounded rectangle with a white border and a shadow, containing the text.

1/3
go at least
once a
month

A purple circle containing the text.

7
Visits per
year

A purple circle containing the text.

6.4 M
Admissions per year

A purple ticket-shaped graphic containing the text.

That's
41%
of all
admissions

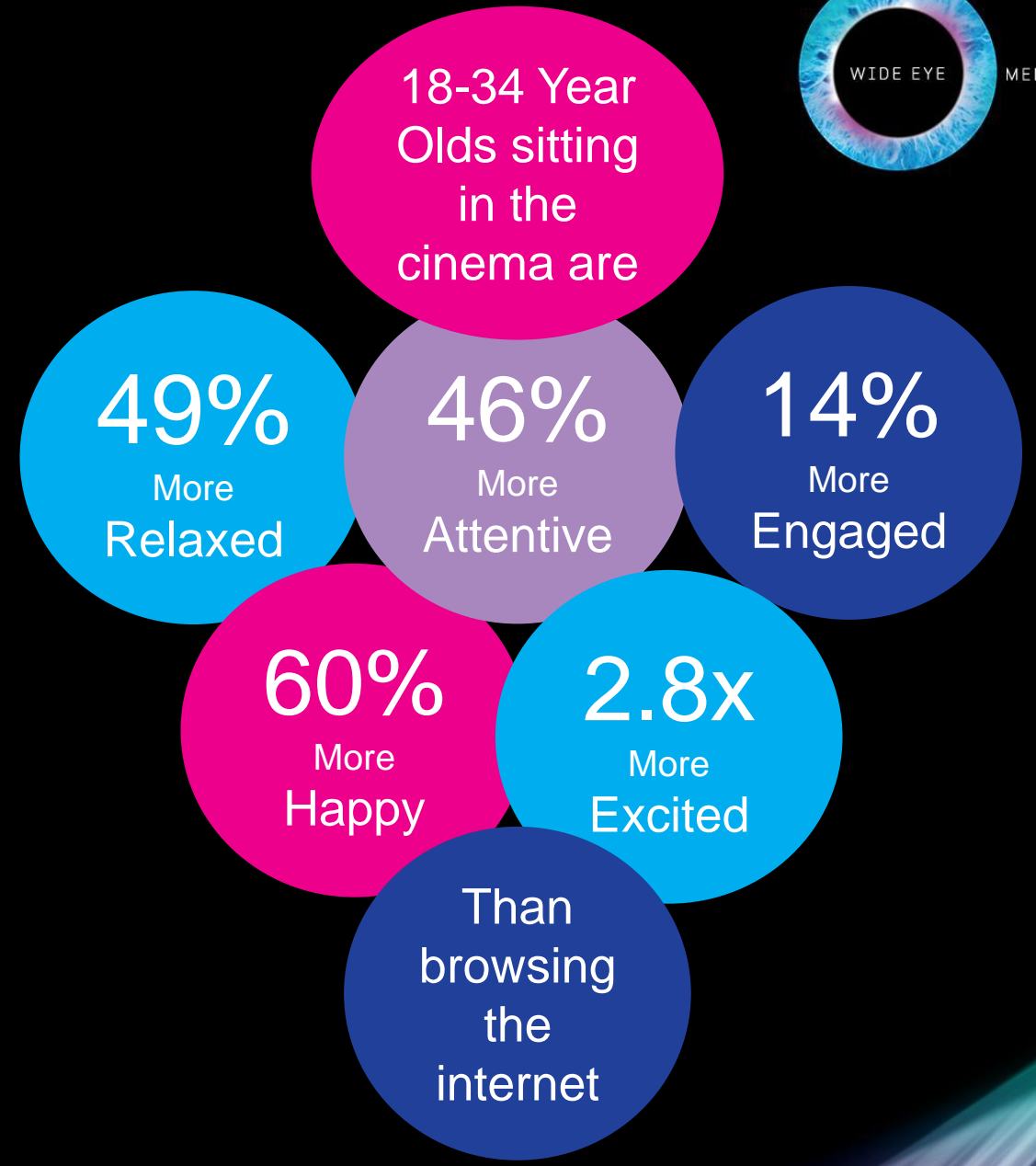
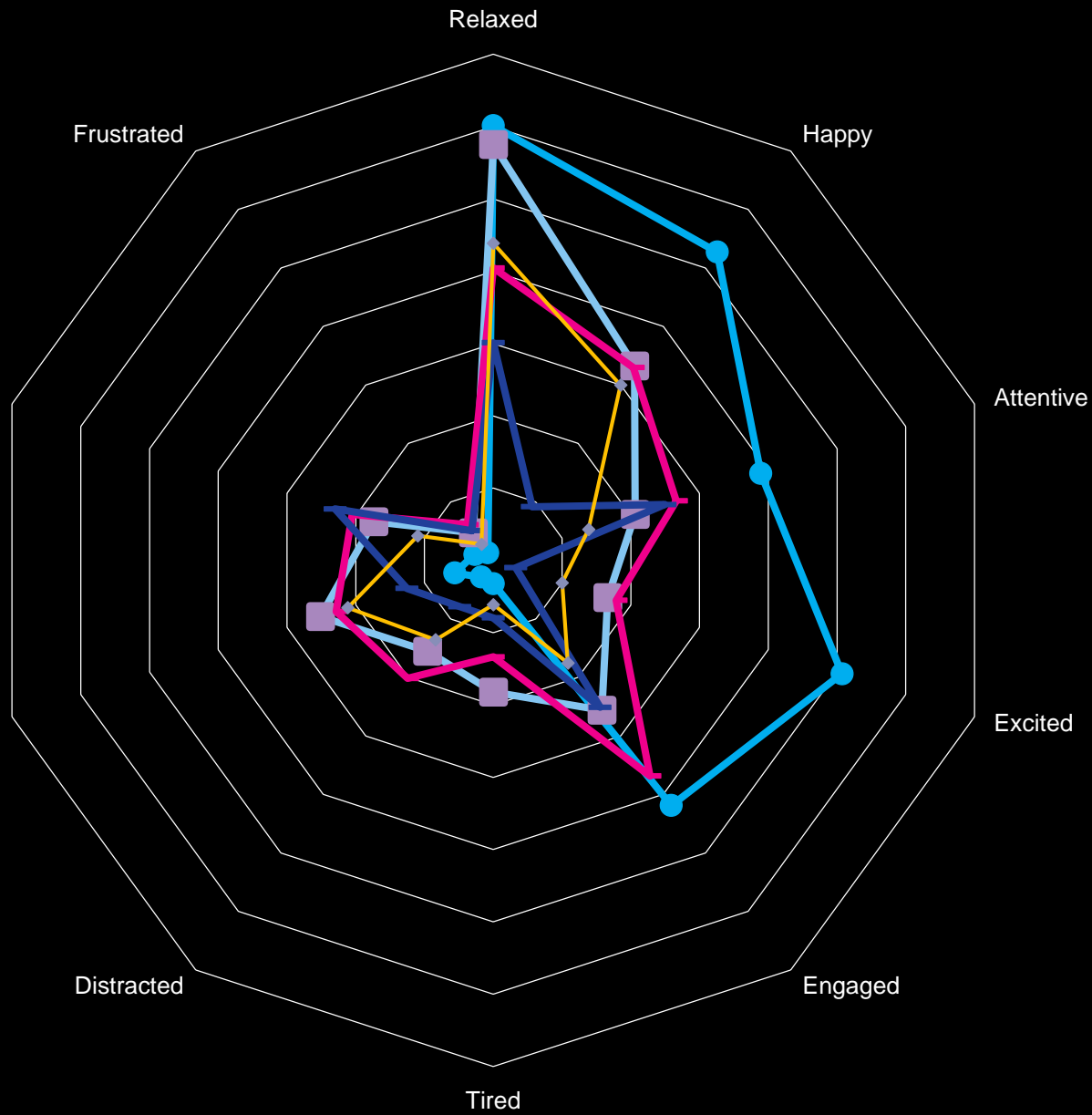
A purple circle containing the text.



They like music and action with a dash of humour!



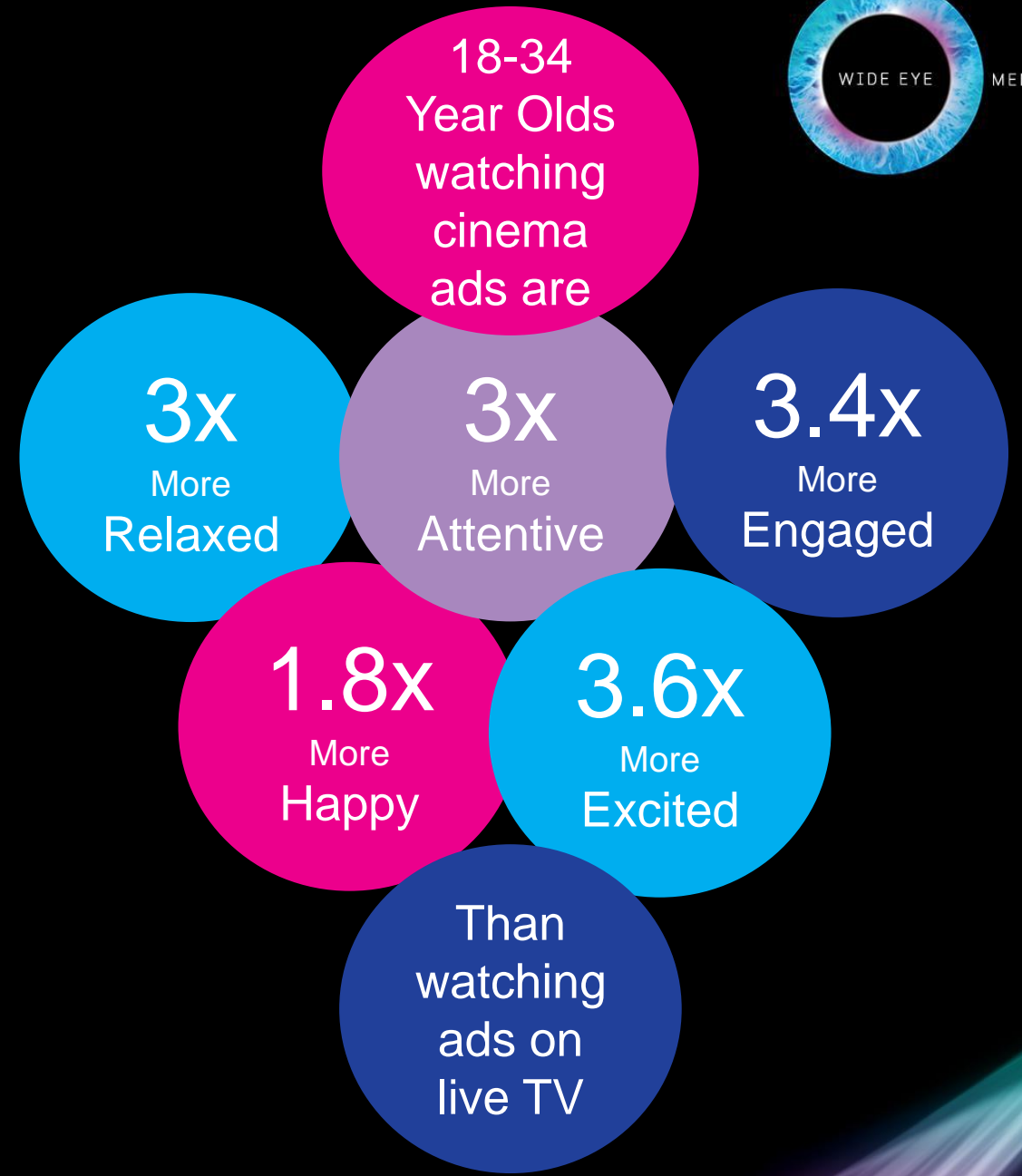
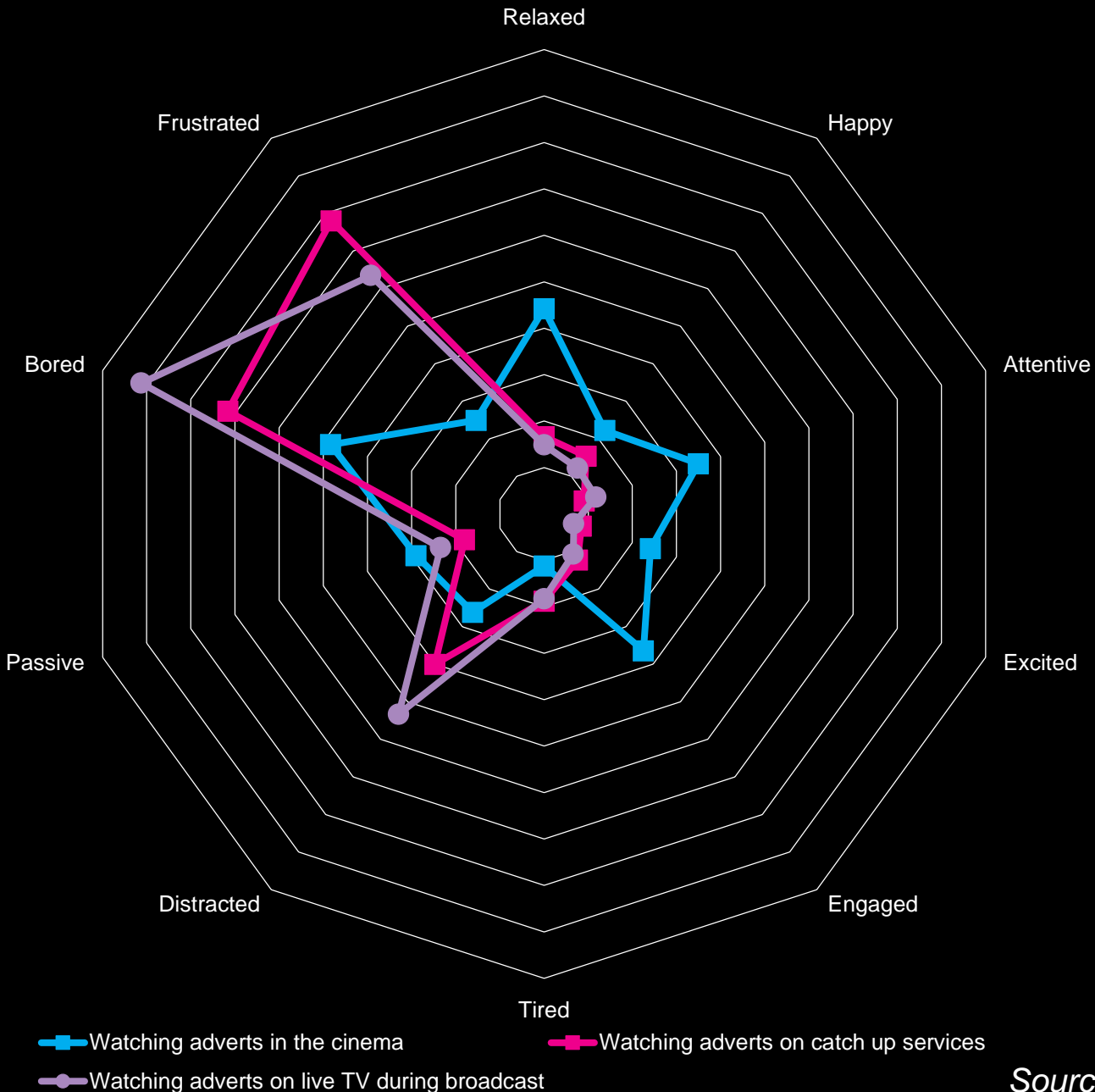
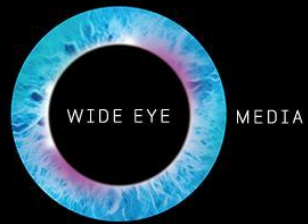
Frame of Mind Consuming Media - 18-34 Year Olds



g in the cinema Watching TV Using the internet
 ing a newspaper/magazine Listening to the radio

Source: FAME 2018

Frame of Mind Watching Ads – 18-34 Year Olds



Source: FAME 2018

The cinema is a great way to spend quality time with family & friends
- 67% 18-34 Year Olds

Watching a film at the cinema gives me something to talk about with friends & family –
70% 18-34 Year Olds

The ads and trailers at the cinema are a big part of the whole cinema experience
- 52% 18-34 Year Olds

There is no better place to watch films than the cinema - 60% 18-34 Year Olds

I'm less distracted watching ads at the cinema than elsewhere – 59% 18-34 Year Olds

A trip to the cinema lets me escape from everyday life – 71% 18-34 Year Olds





Ends