

Cinema research : Moviegoing by age

People 14-24

14-24's are big cinemagoers! They are 50% more likely to be frequent moviegoers with cinema a key part of their everyday social lives. Cinema is the best medium to reach 14-24's in a unique shared environment with 6 out of 10 movie visits made with friends.

- Cinema reaches half of 14-24's every 4 weeks, with 3/4 going at least every 3 months.
- Compared to 14-24's in general, frequent cinemagoers are 25% more likely to be big spenders.
- 6 out of 10 frequent moviegoers are non/light TV viewers.
- 14-24's enjoy movies across all genres, particularly Comedy, Action, Horror and Sci-Fi.

Source: Roy Morgan 2012 / AOR 2012

People 18-39

Cinema is an important social activity for 18-39's. They go to the cinema to catch up with their friends and relax with their partners. They like to be entertained and are constantly seeking new breaking content.

- Cinema reaches 36% of 18-39's every 4 weeks and 59% every 3 months.
- Compared to 18-39's in general, frequent cinemagoers are 24% more likely to be big spenders.
- 6 out of 10 frequent moviegoers are non/light TV viewers.
- Like 14-24's, people aged 18-39 enjoy most movies - especially Comedy, Action/Adventure, Sci-Fi and Romance.
- 18-39's share their movie experience with their partners (38%) and friends (39%).

People 25-54

Going to the cinema is valued 'me time' for people aged 25-54. They typically go the movies to relax, escape and enjoy quality time with their partners (39%) and families including children (31%).

- Cinema reaches 29% of 25-54's every 4 weeks and 51% every 3 months.
- Compared to 25-54's in general, frequent cinemagoers are 30% more likely to be big spenders and 20% more likely to be AB's.
- 54% of frequent moviegoers 25-54 are non/light TV viewers.
- 25-54's are more likely to see family/kids and romance movies.

Source: Roy Morgan 2012 / AOR 2012

Cinema typically attracts a young, upscale audience with **higher than average disposable income**. The table below outlines levels of moviegoing by age.

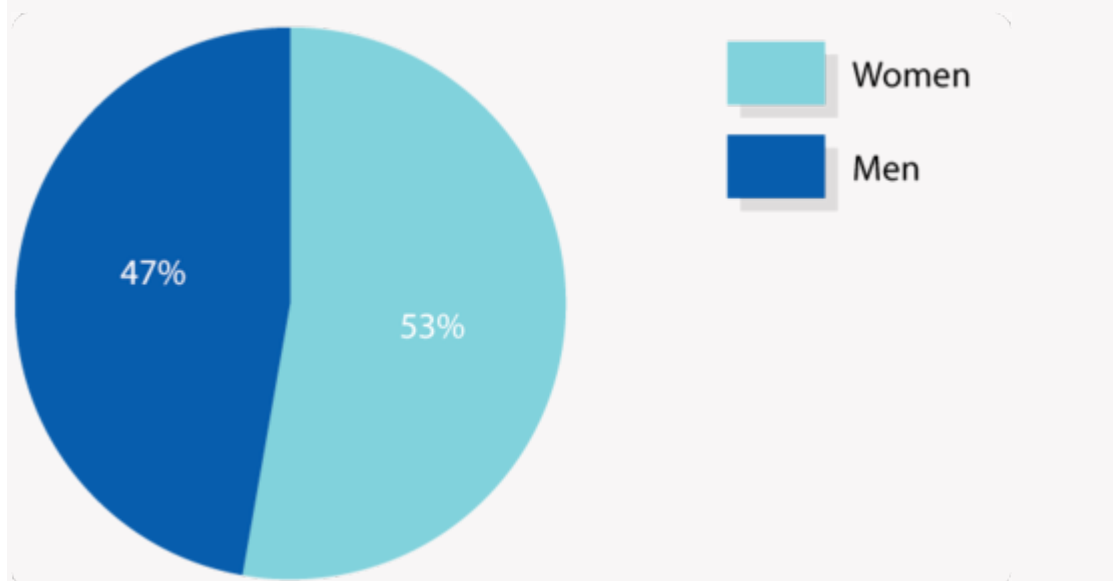
| Age | Been to the cinema (last 4 weeks) | Been to the cinema (last 3 months) | Been to the cinema (last 12 months) |
|-------|-----------------------------------|------------------------------------|-------------------------------------|
| 14-17 | 48% | 79% | 90% |
| 18-24 | 48% | 74% | 85% |
| 25-34 | 35% | 61% | 76% |
| 35-49 | 30% | 54% | 71% |
| 50+ | 23% | 40% | 56% |

Base: National Metro
Source: Roy Morgan 2010

Whilst the likelihood to go to the movies is higher amongst the younger age groups the highest growth segment in recent years has been the older ages.

Gender Profile

Moviegoing is a shared experience, making cinema an ideal medium to target couples, groups of friends and families, in a high impact environment.



Base: National Metro
Source: Roy Morgan 2010

Moviegoing by income

Cinema is an ideal medium to target the more affluent sectors of the population with good levels of disposable income.

42% of big spenders have been to the movies in the last 4 weeks.

The table below outlines levels of moviegoing by personal income and discretionary expenditure levels.

| Personal Income | Been to the cinema (last 4 weeks) | Been to the cinema (last 3 months) | Been to the cinema (last 12 months) |
|-----------------|-----------------------------------|------------------------------------|-------------------------------------|
| \$50K + | 34% | 59% | 76% |
| \$60K + | 34% | 59% | 77% |
| \$70K + | 34% | 59% | 77% |
| \$80K + | 35% | 60% | 78% |
| \$100K+ | 37% | 60% | 79% |

Moviegoing by education

Cinemagoers typically have good education levels, with cinema an ideal medium to target people in higher education.

37% of people with a diploma or degree have been to the movies in the last 4 weeks.

The table below outlines levels of moviegoing by education level.

| Education Level | Been to the cinema (last 4 weeks) | Been to the cinema (last 3 months) | Been to the cinema (last 12 months) |
|-----------------------------------|-----------------------------------|------------------------------------|-------------------------------------|
| 5th form/Leaving/Year 11 | 28% | 48% | 63% |
| Finished Tech./Matric/HSC/Year 12 | 30% | 53% | 70% |
| Some/ Now at University | 43% | 68% | 81% |
| Have Diploma or Degree | 36% | 59% | 76% |

Base: National Metro
Source: Roy Morgan 2010