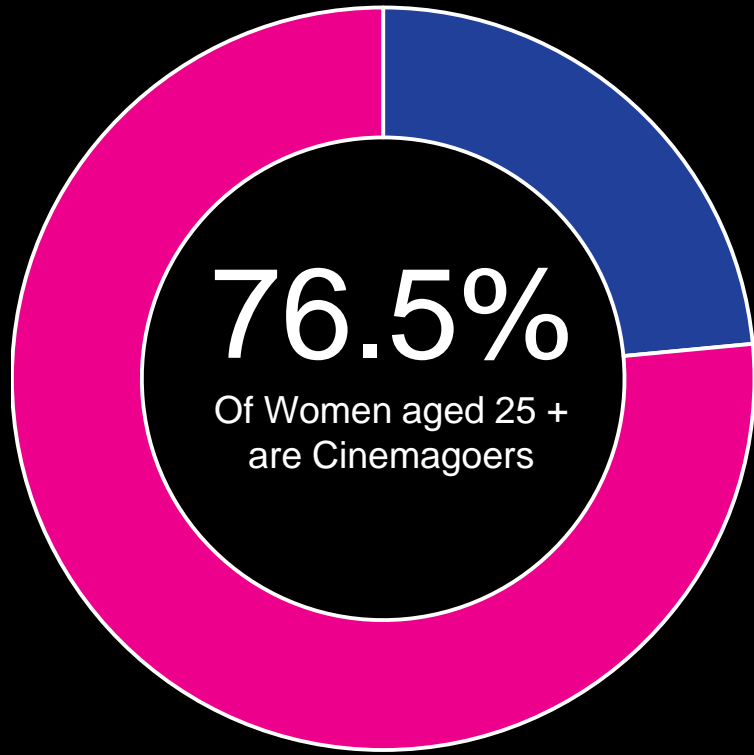


Females 25+
Go to the Cinema

May 2017





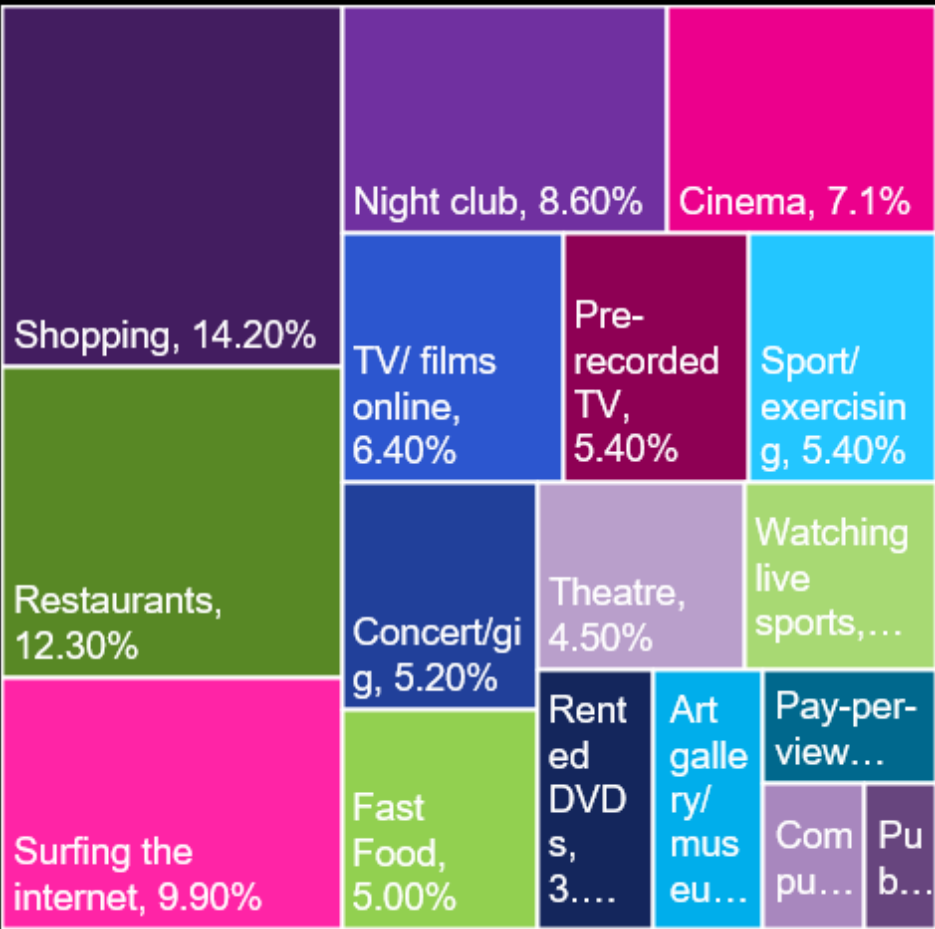
7
Visits per
year

5.7 M
Admissions per year

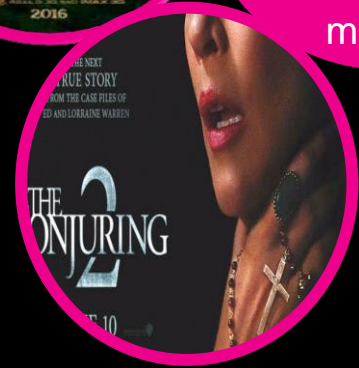
19%
go at least
once a
month

60% are
Light TV Viewers

That's
36%
of all
admissions



A broad group, Women 25+ enjoy a diverse range of movies



60% are Light TV Viewers

Cinema is their 5th favourite activity, ahead of watching TV, sports/exercising, going to theatre or concerts



Ends