



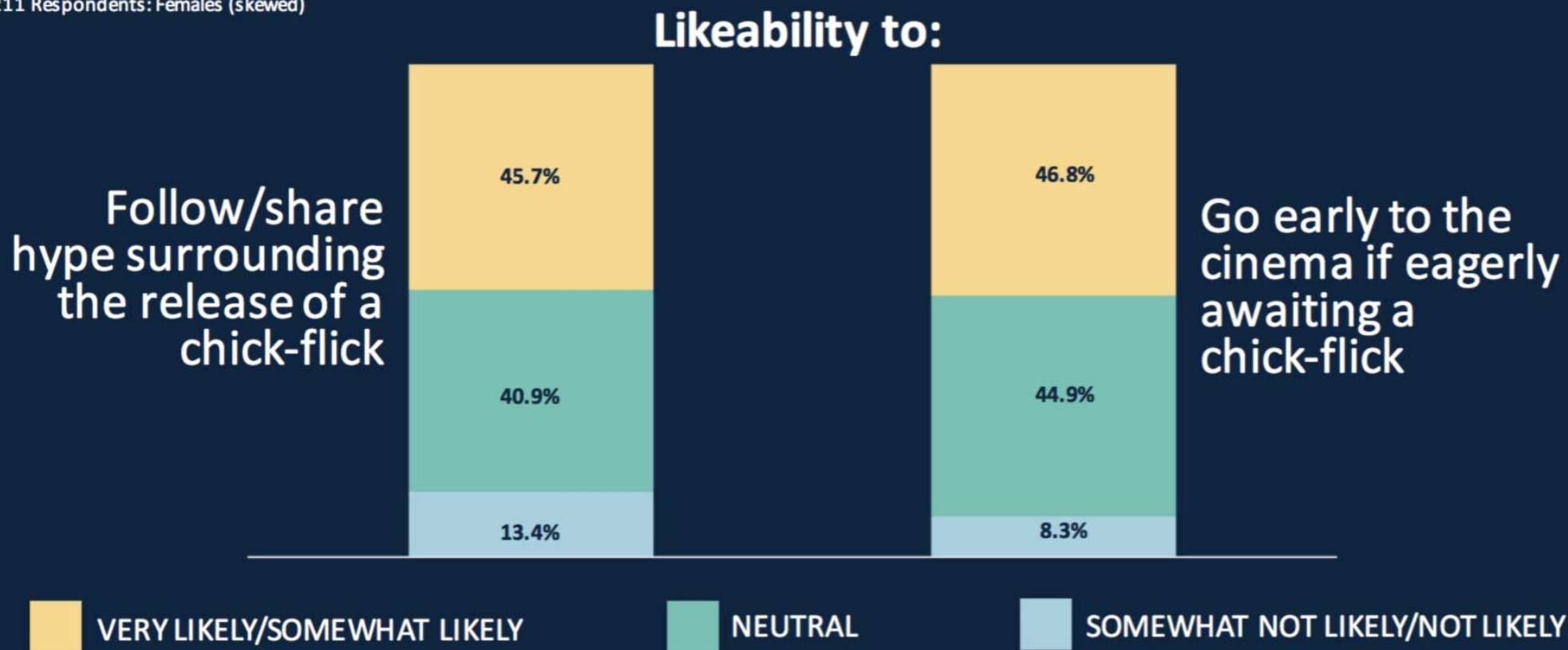
# CHICK-FLICKS



# Enjoy Watching Chick-Flicks



Sample Base: 211 Respondents: Females (skewed)



# Accompany to Chick-Flicks



ALONE

12.6%



SOMEONE SPECIAL

28.8%



A GOOD FRIEND

32.5%



2-3 FRIENDS

31.6%



GROUP OF 4 OR MORE

10.5%



THE FAMILY

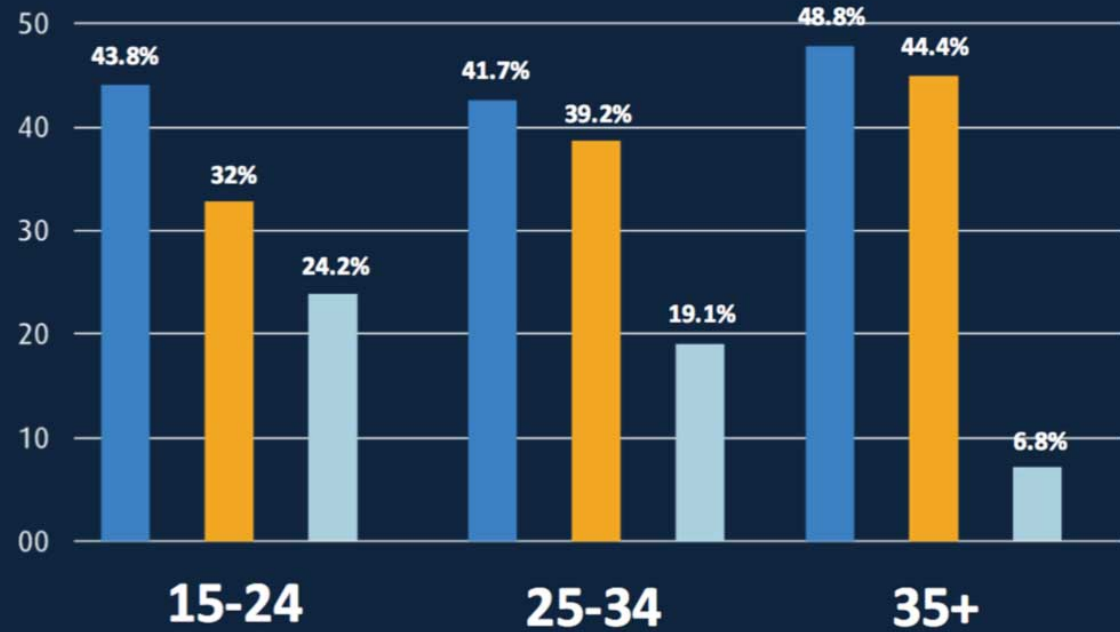
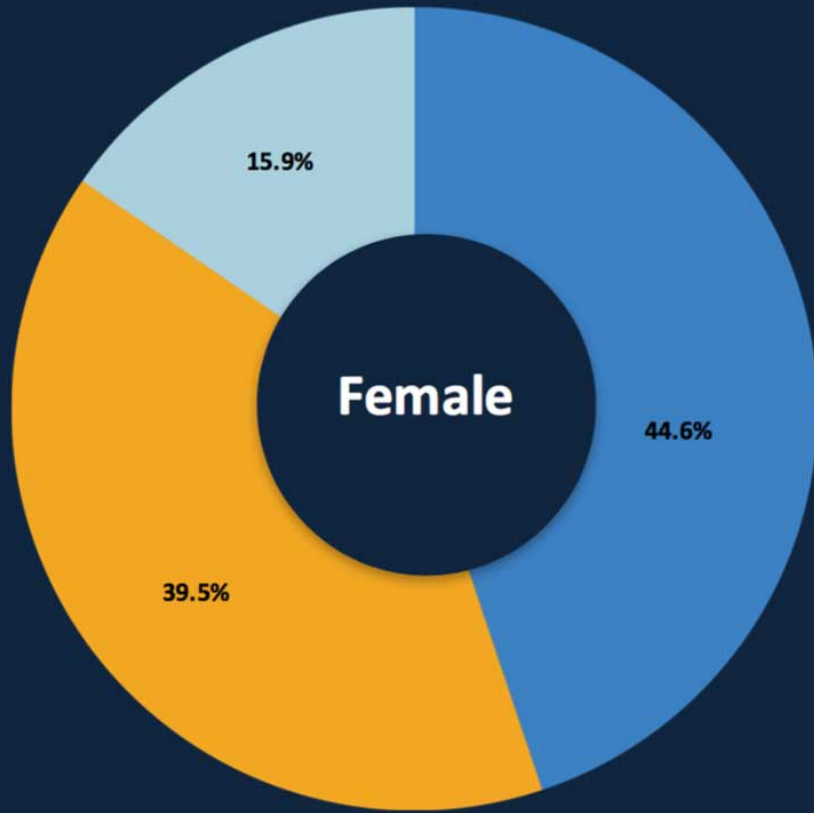
26.5%

• Please Note: This was a multiple choice question.

Sample Base: 153 Respondents: Females

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# Go Shopping After a Chick-Flick



VERY LIKELY/SOMEWHAT LIKELY

NEUTRAL

SOMEWHAT NOT LIKELY/NOT LIKELY