



KEY FINDINGS



Key Findings



83.1% of moviegoers visit the cinema **once per month or more**

7 out of 10 moviegoers prefer going to a cinema **10 to 15 minutes or more than 15 minutes** prior to the **start of a movie**



3 out of 5 moviegoers **switch channels** during **advertisements** on TV, and **71.5%** are likely to pay **more attention** to a **cinema screen** than a **TV screen**

1 in 2 moviegoers are likely to **pay attention** to **advertisements** screened in **cinema**



Key Findings

84.6% of moviegoers prefer watching an upcoming **blockbuster** at the **cinema**, of which **1 in 2** plan to watch a blockbuster **as soon as the trailer is out**



3 out of 5 moviegoers are likely to go to the **cinema** early if the movie is an **anticipated blockbuster**



3 in 4 moviegoers are likely to **dine out** after watching a **blockbuster** at the **cinema**



62% of cinemagoers are likely to **buy** a **product sampled** at the **cinema**

