



KIDS MOVIES

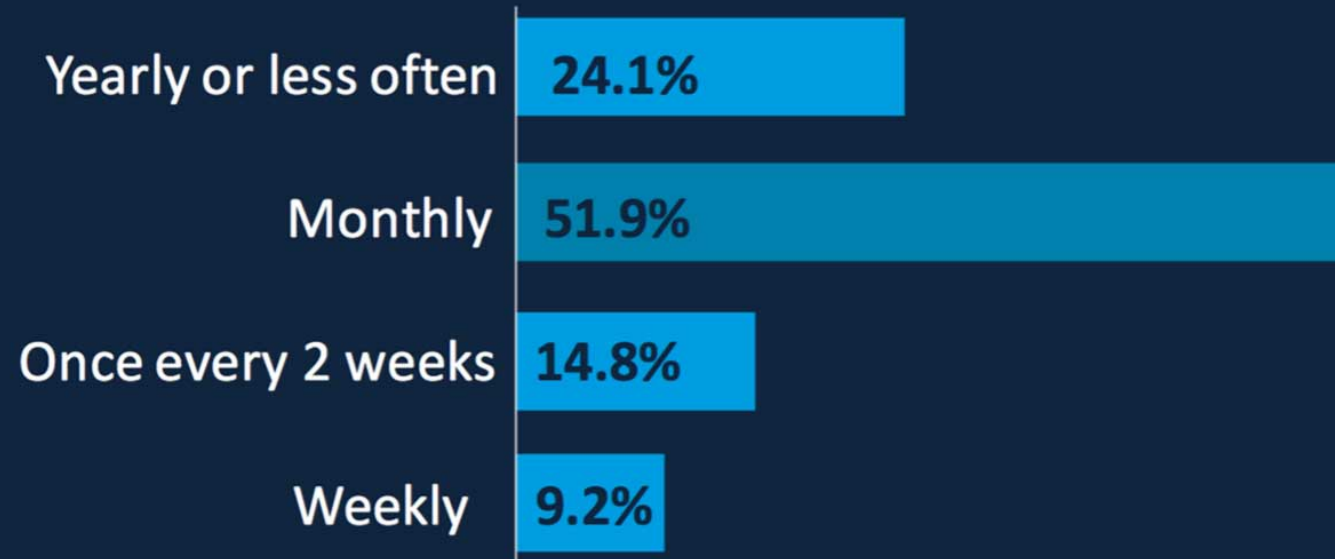


Going to the Cinema with Kids



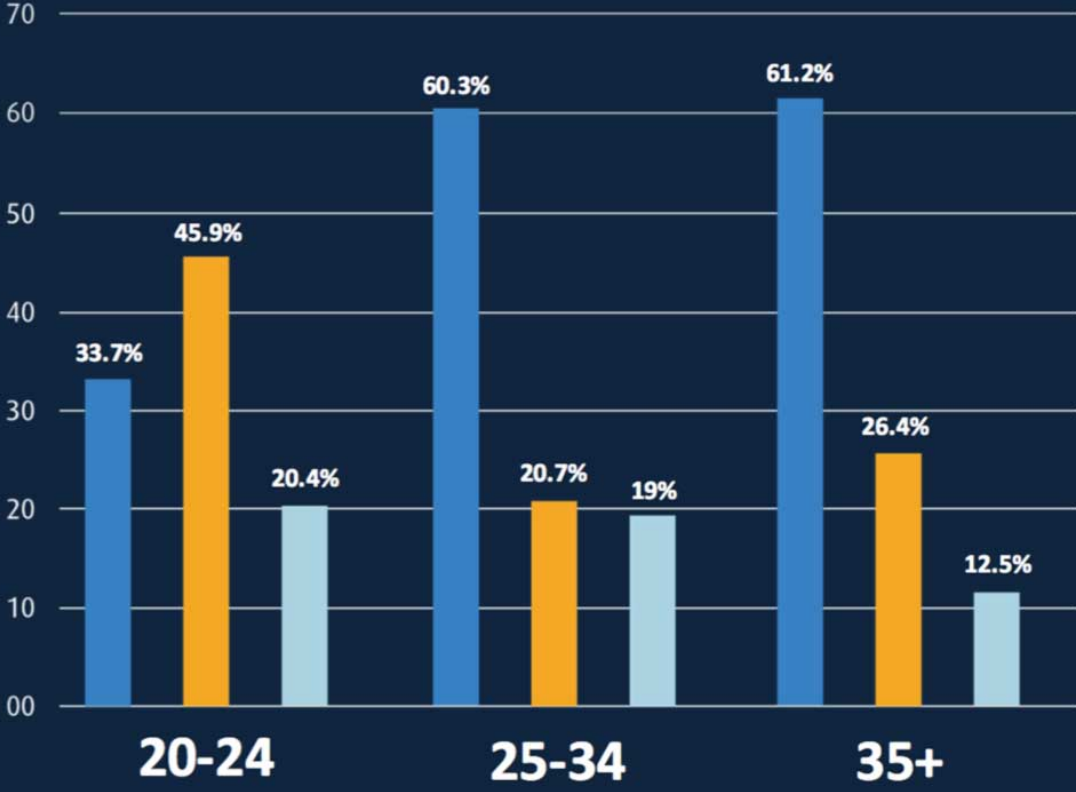
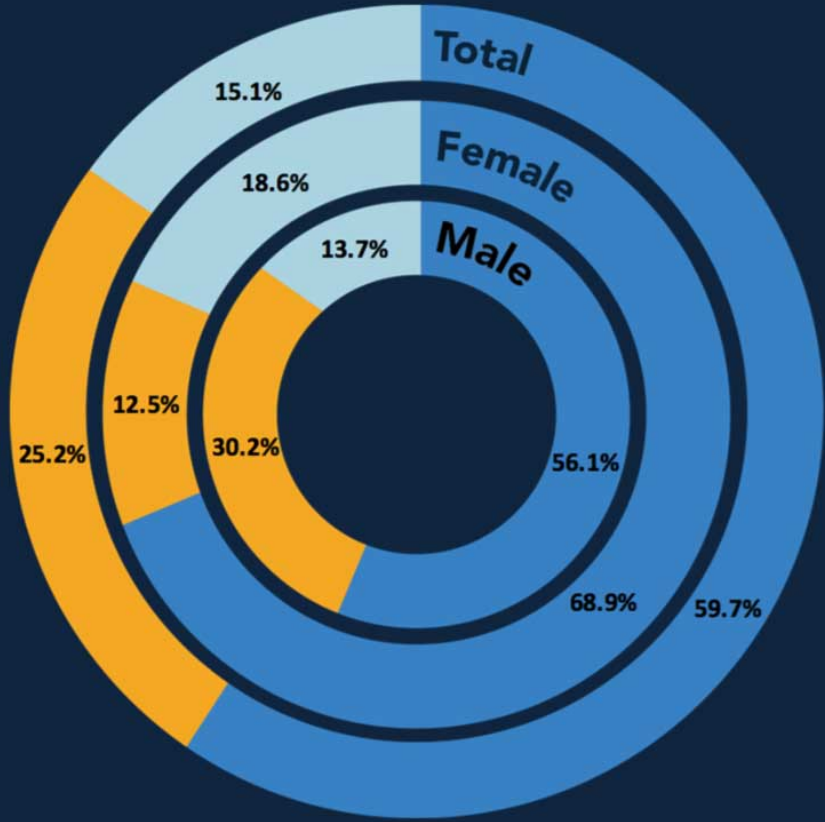
Sample Base: 500 Respondents

Frequency of visiting the Cinema with the Kids



Sample Base: 283 Respondents

Taking Kids to the Cinema for an Event Celebration



■ VERY LIKELY/SOMEWHAT LIKELY
 ■ NEUTRAL
 ■ SOMEWHAT NOT LIKELY/NOT LIKELY

• Please Note: Event celebration includes birthdays, promotion to a higher grade, etc.

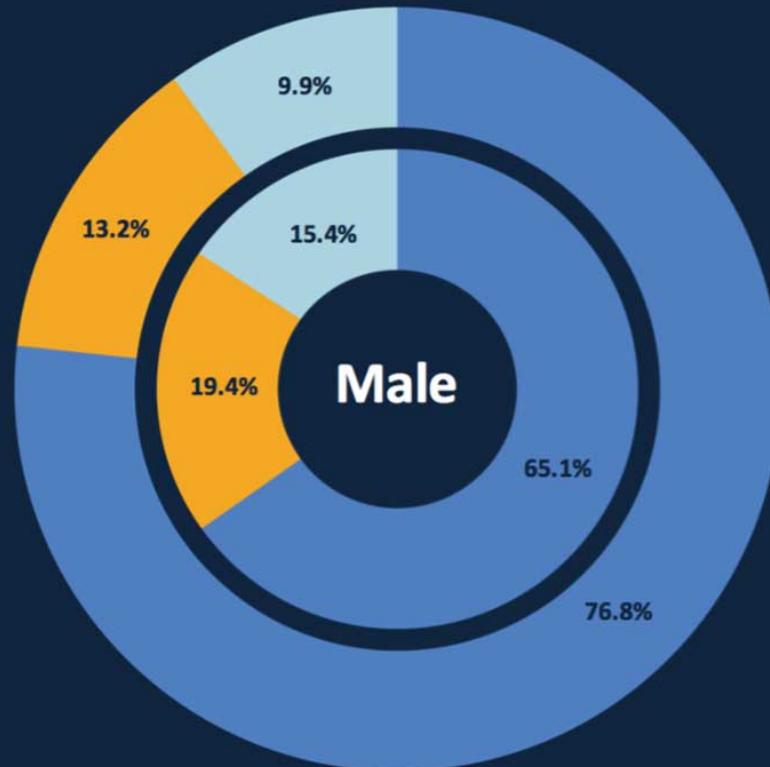
Sample Base: 283 Respondents

Enjoying Animation Movies

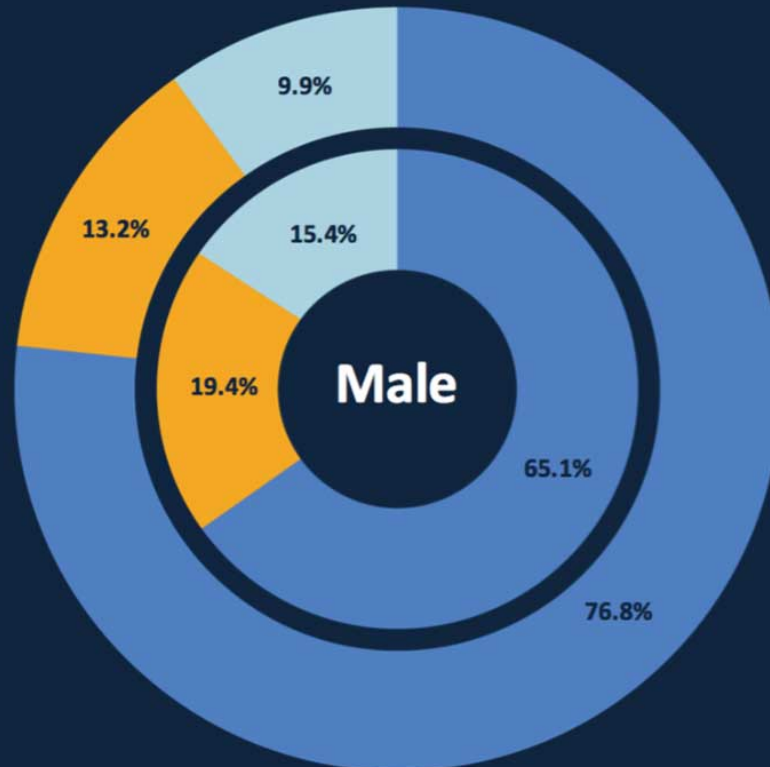
Total



Female



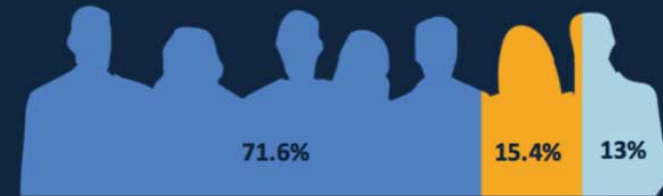
Male



15-24



25-34



35+



VERY ENJOYABLE/SOMEWHAT ENJOYABLE

NEUTRAL

SOMEWHAT NOT ENJOYABLE/NOT ENJOYABLE AT ALL