



FAMILY MOVIES

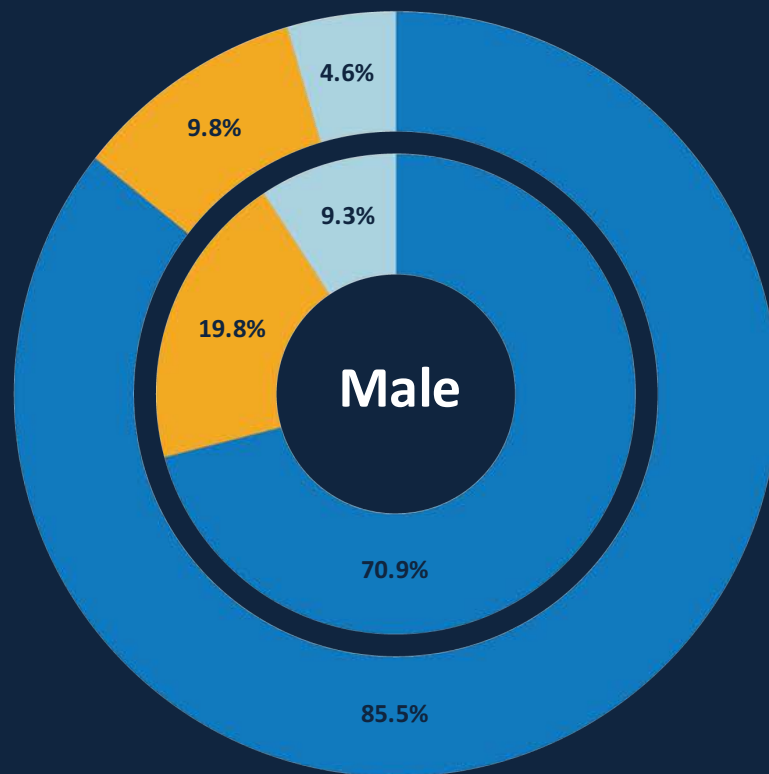


Enjoying Family Movies

Total

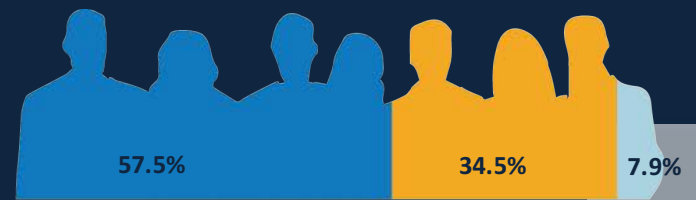


Female

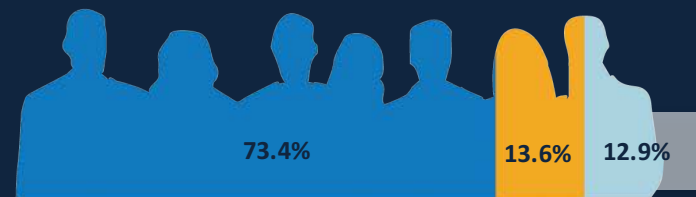


Male

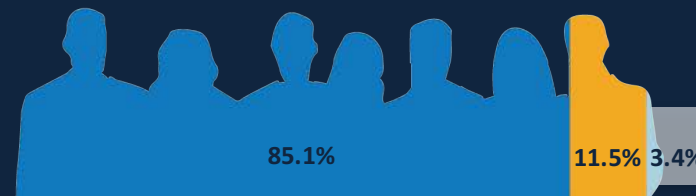
15-24



25-34



35+



VERY ENJOYABLE/SOMEWHAT ENJOYABLE



NEUTRAL



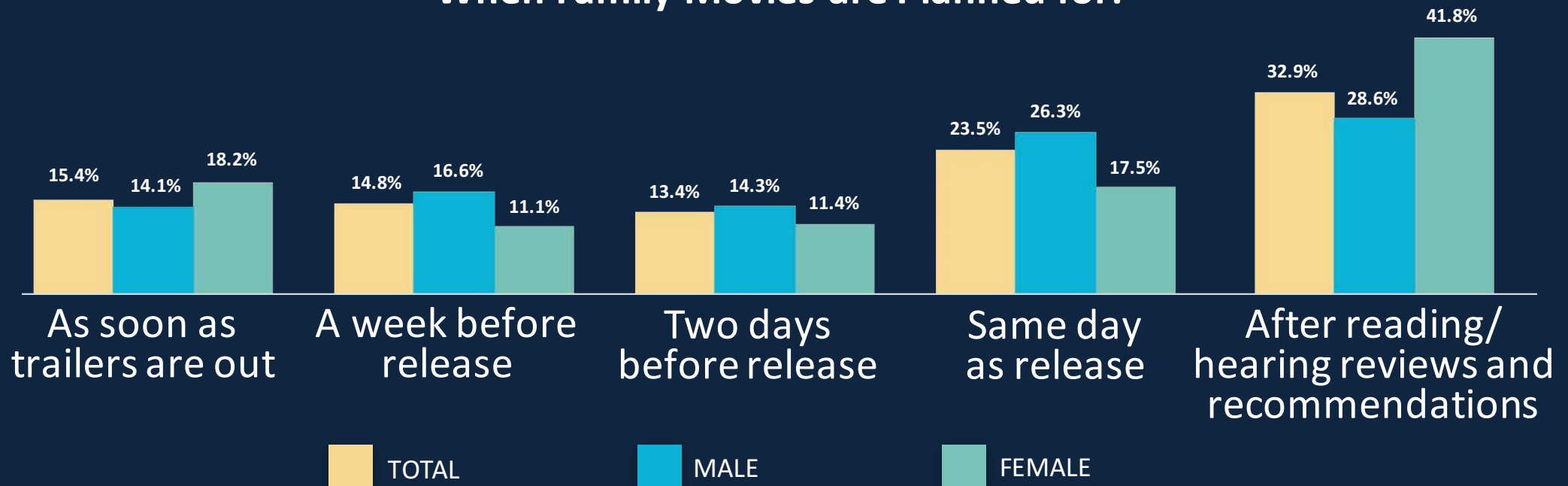
SOMEWHAT NOT ENJOYABLE/NOT ENJOYABLE AT ALL

Planning a Family Movie



Sample Base: 500 Respondents

When Family Movies are Planned for:



Sample Base: 376 Respondents, among those who plan to watch a family movie

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KIDS MOVIES

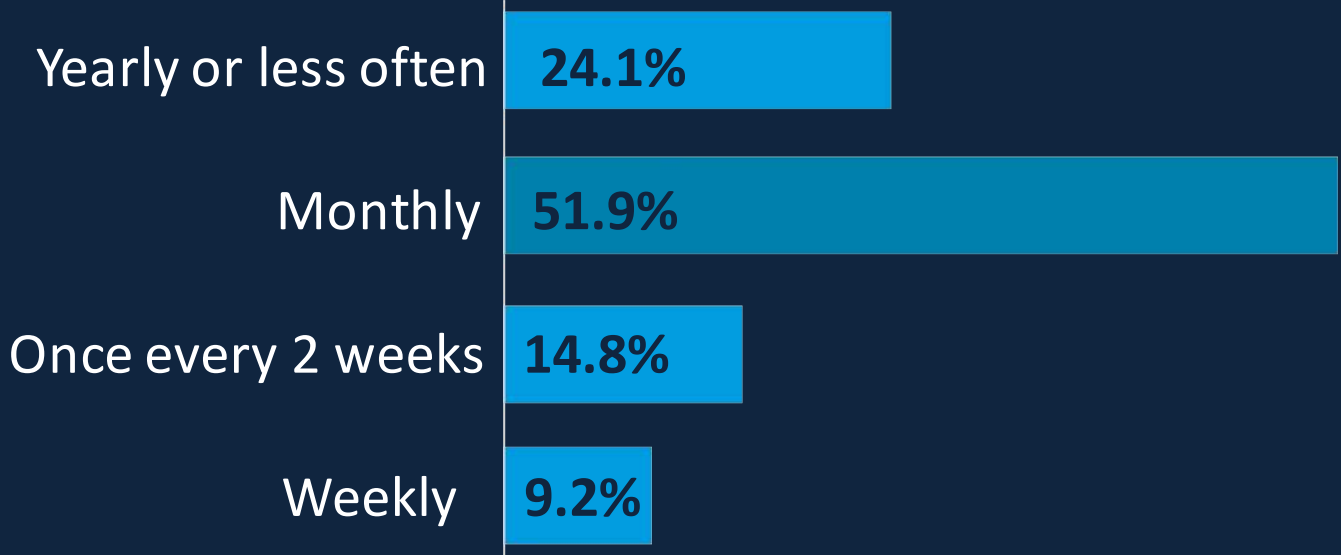


Going to the Cinema with Kids



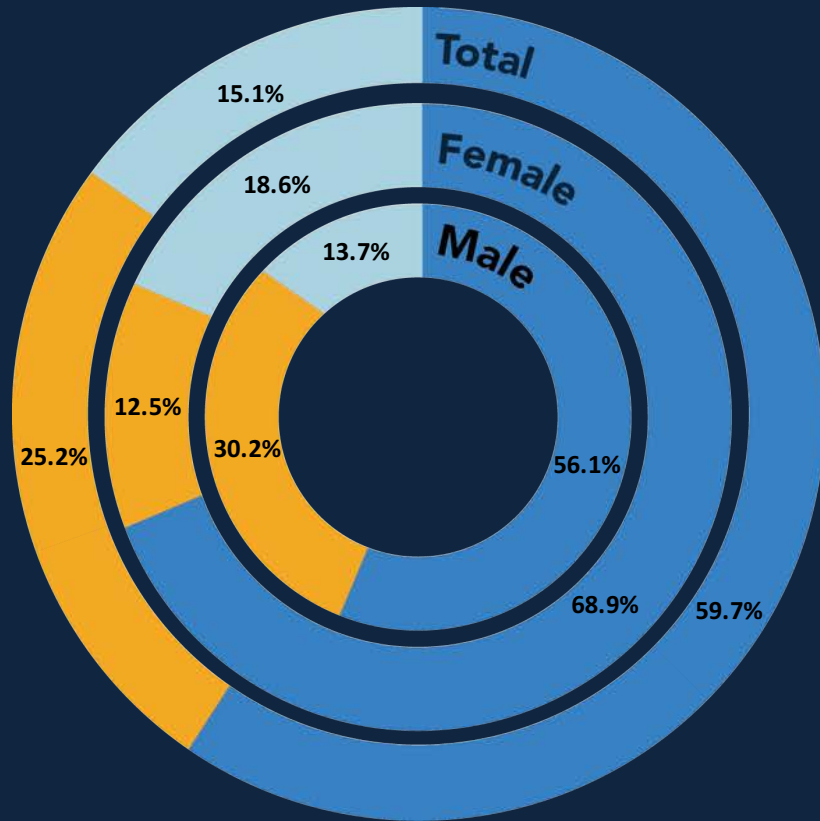
Sample Base: 500 Respondents

Frequency of visiting the Cinema with the Kids



Sample Base: 283 Respondents

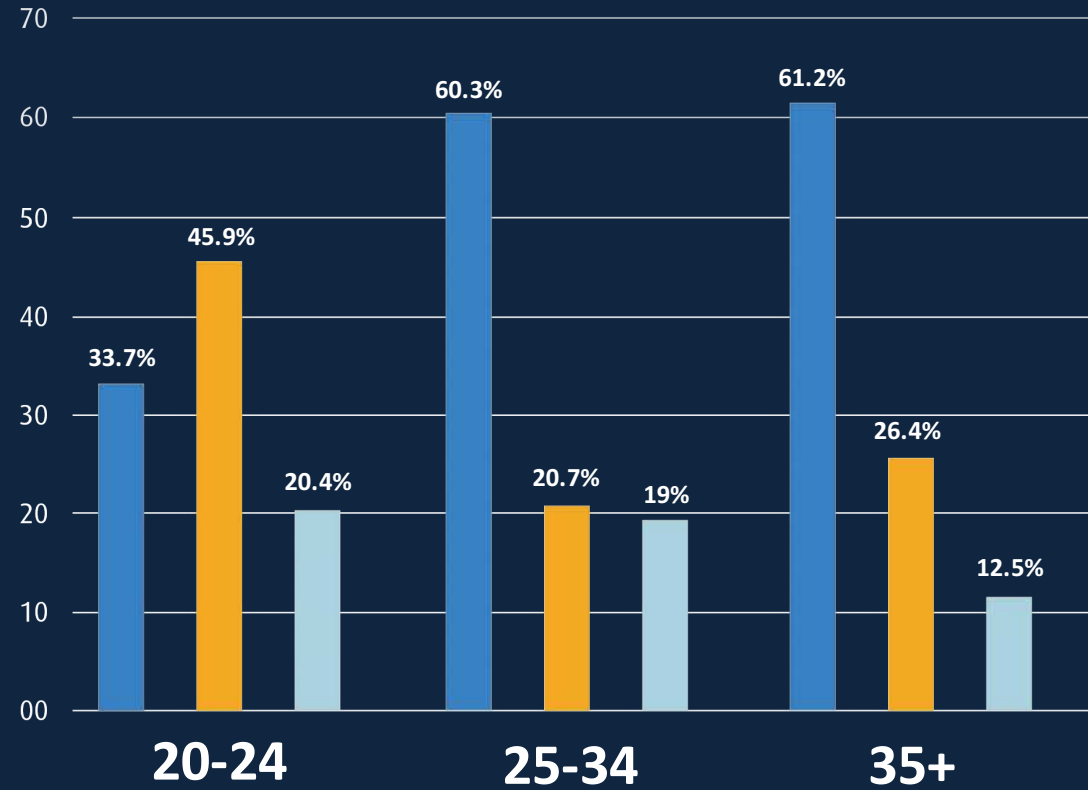
Taking Kids to the Cinema for an Event Celebration



VERY LIKELY/SOMEWHAT LIKELY

NEUTRAL

SOMEWHAT NOT LIKELY/NOT LIKELY



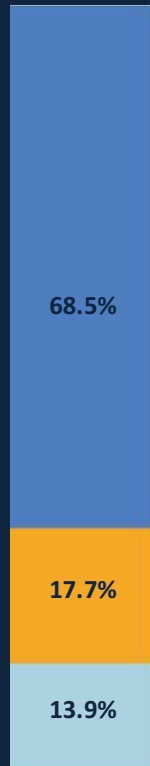
• Please Note: Event celebration includes birthdays, promotion to a higher grade, etc.

Sample Base: 283 Respondents

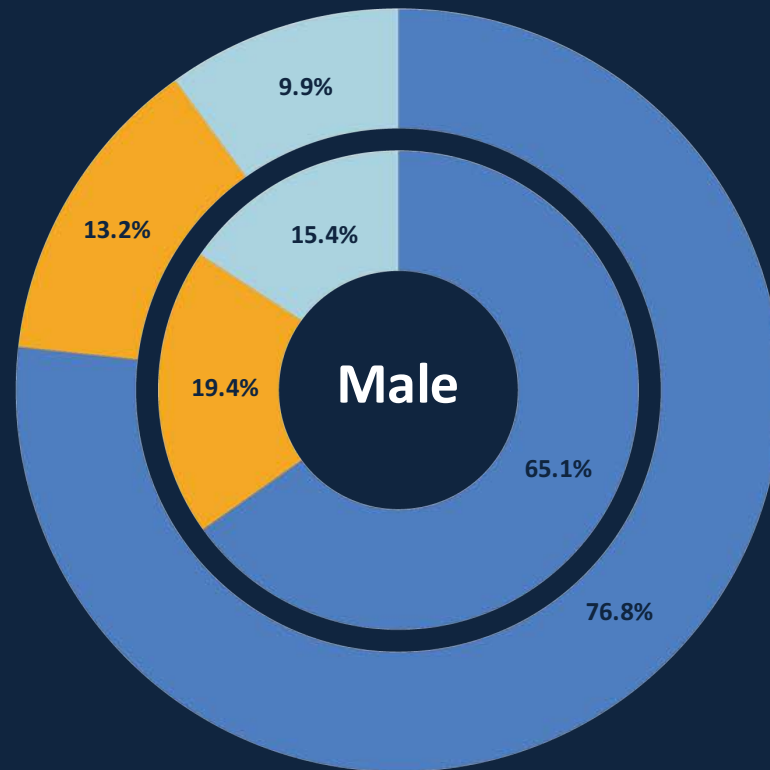
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Enjoying Animation Movies

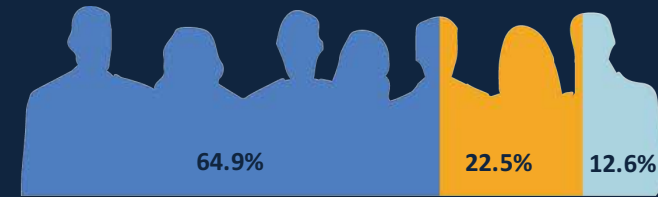
Total



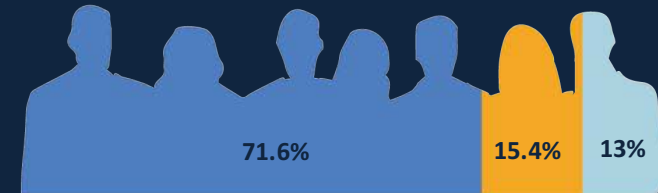
Female



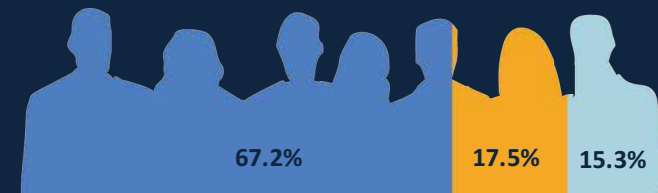
15-24



25-34



35+



VERY ENJOYABLE/SOMEWHAT ENJOYABLE



NEUTRAL



SOMEWHAT NOT ENJOYABLE/NOT ENJOYABLE AT ALL