



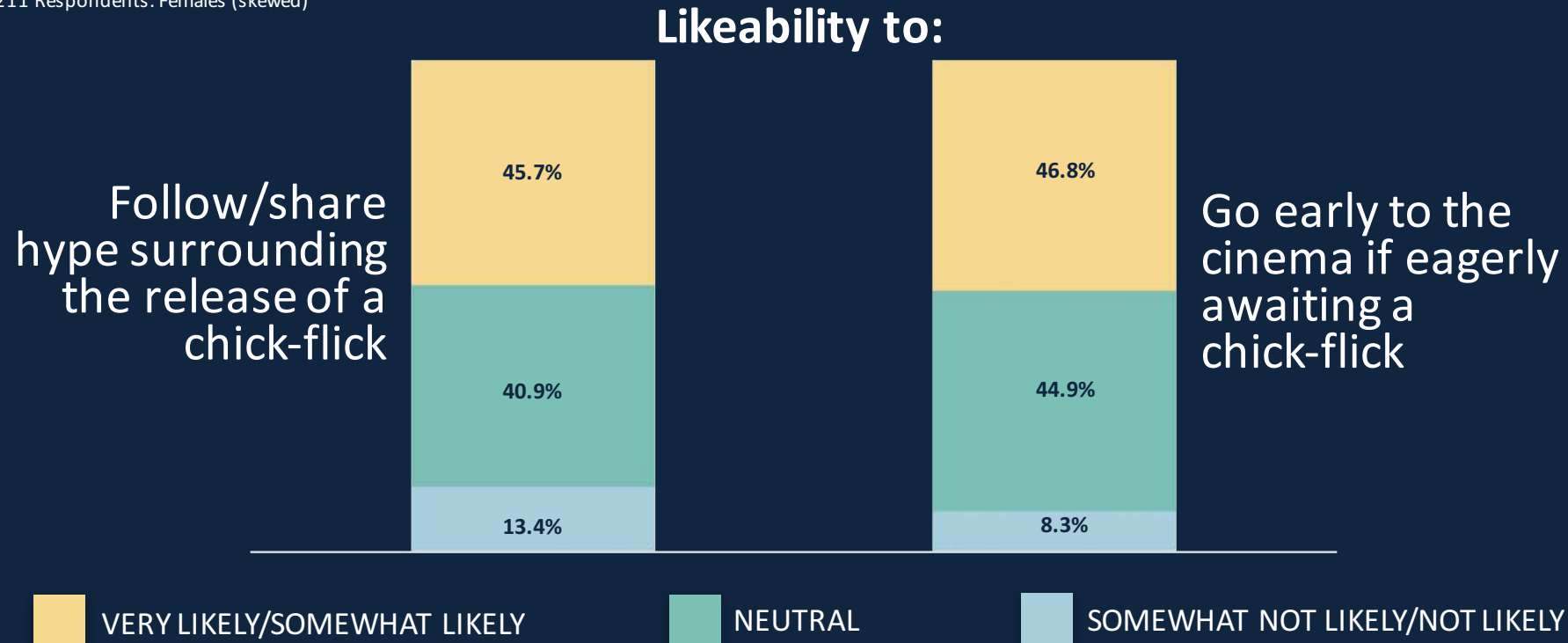
CHICK-FLICKS



Enjoy Watching Chick-Flicks



Sample Base: 211 Respondents: Females (skewed)



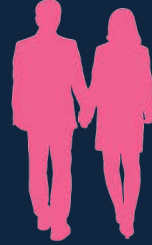
Sample Base: 153 Respondents: Females (skewed)

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

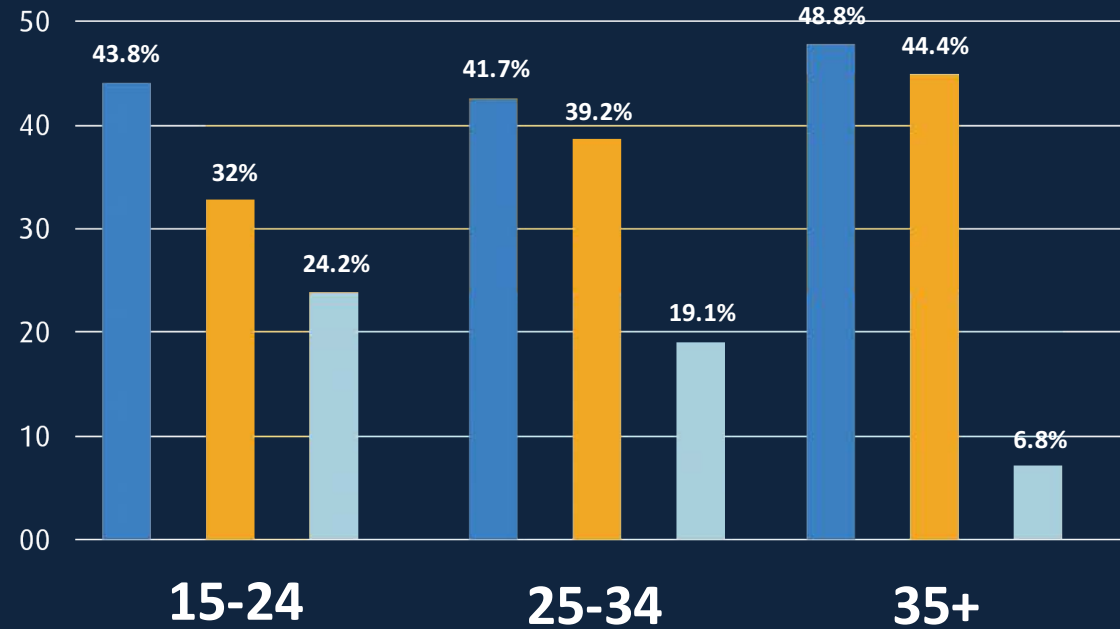
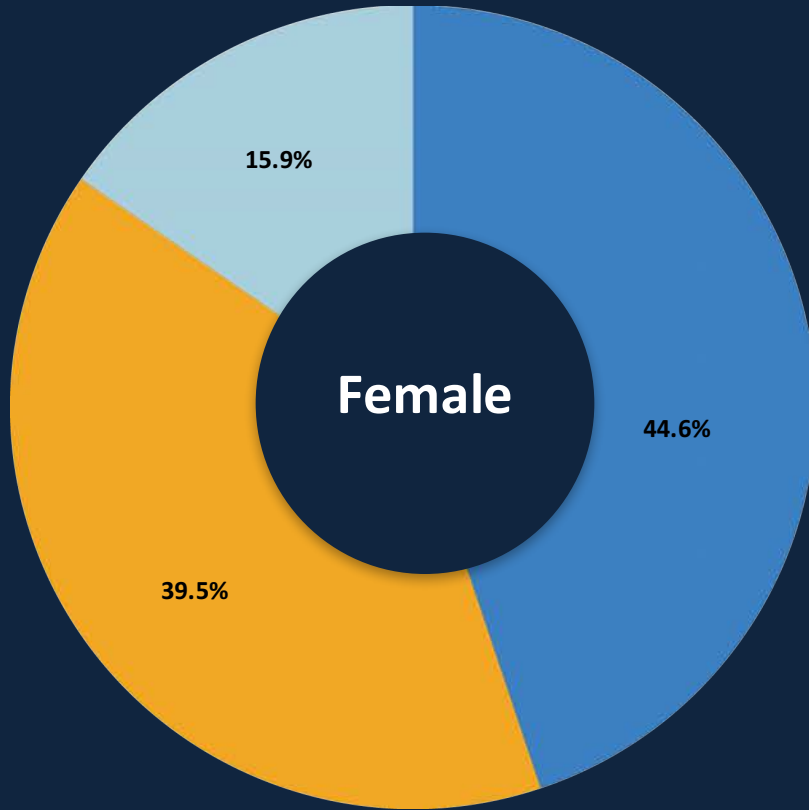
26.5%

• 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



DRAMA MOVIES



Enjoy Watching Drama Movies



Sample Base: 500 Respondents

Preference of drama genre:



55.1%
Romantic
Drama
(eg. La La Land)



50.3%
Family
Drama
(eg. The Blind Side)



47.2%
Comedic
Drama
(eg. Jerry Maguire)



24.7%
Historical/War
Drama
(eg. The Imitation Game)



15.4%
Legal
Drama
(eg. Miss Sloane)

• Please Note: Preference of drama genre was a multiple choice question and 4.3% answered 'other' as a preference

Sample Base: 312 Respondents, among those who enjoy drama movies

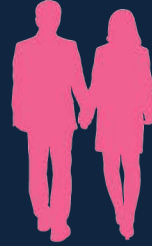
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Accompany to Drama Movies



ALONE

4.8%



SOMEONE SPECIAL

23.6%



A GOOD FRIEND

19.4%



2-3 FRIENDS

20.4%



GROUP OF 4 OR MORE

3.6%



THE FAMILY

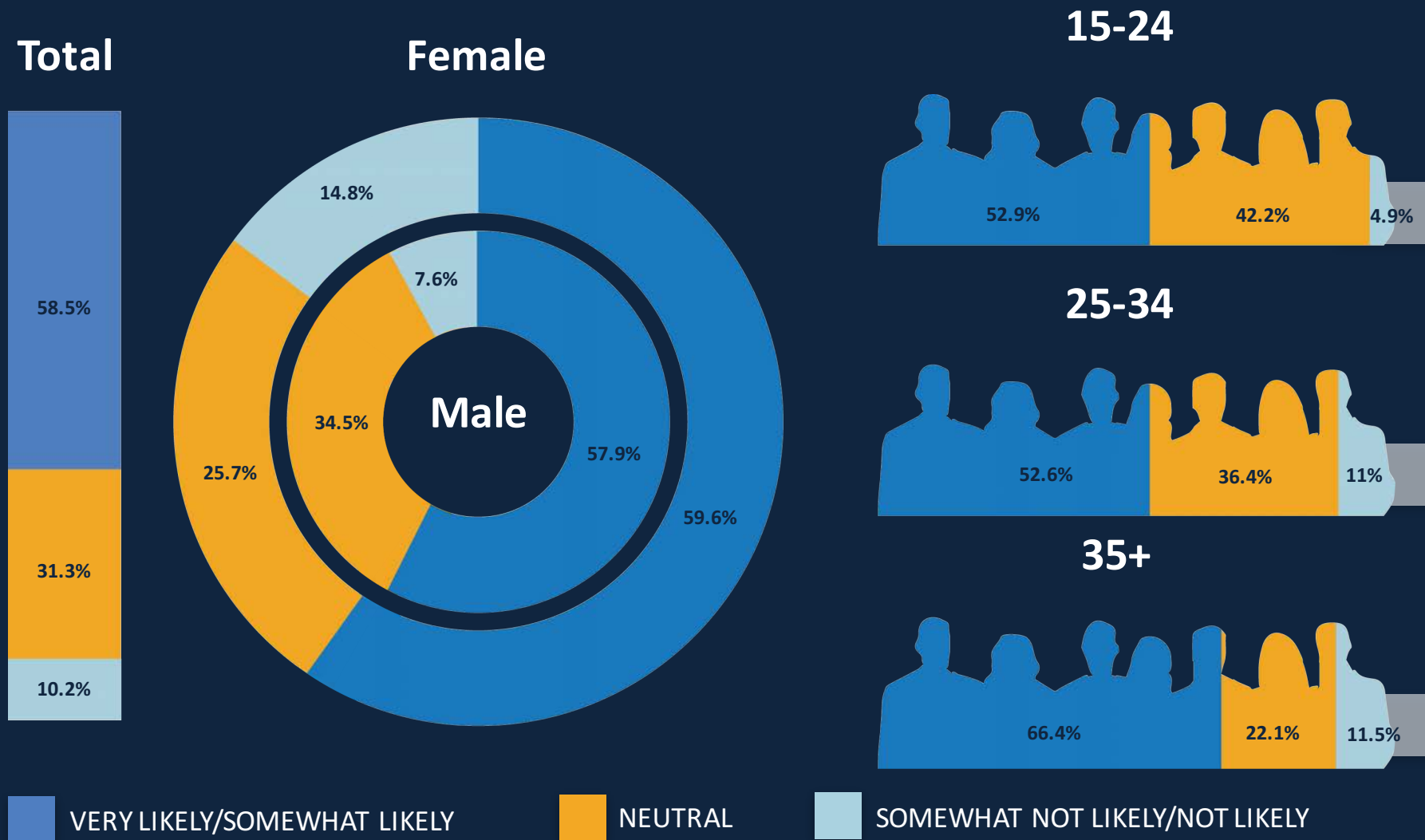
28.1%

• Please Note: This was a multiple choice question.

Sample Base: 312 Respondents, among those who enjoy drama movies

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Going Early to the Cinema for Anticipated Drama Movies



58.5% come well in time for Drama Movies