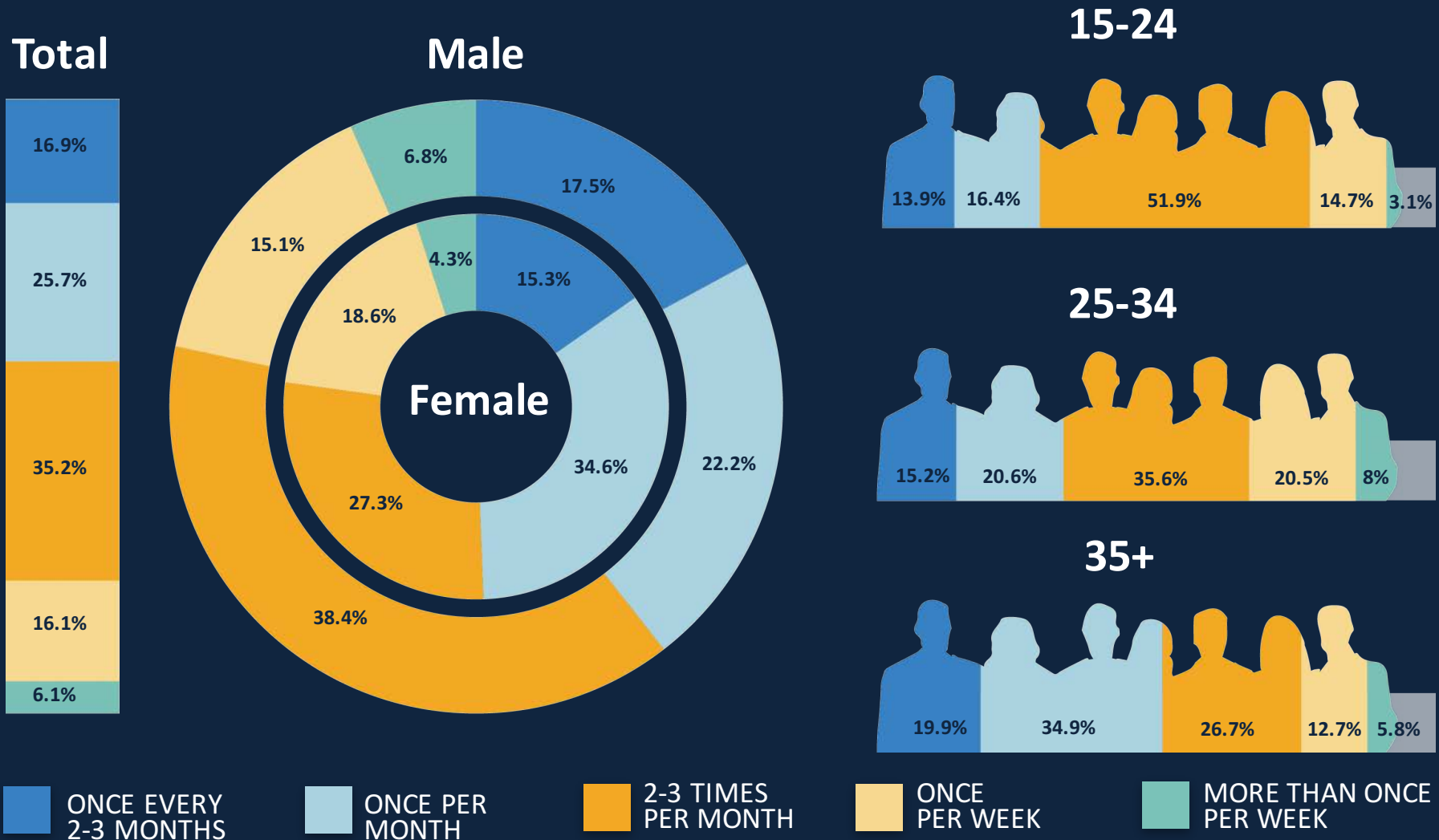




CINEMAGOER HABITS



Frequency of Visiting the Cinema



83.1% visit the cinema once per month or more

Frequency of Visiting the Cinema - by Nationality



UAE Nationals:

The largest consumers of cinema, with **91%** frequenting cinemas as per below:

More than once per week - 17%

Once per week - 37%

2-3 times per month - 37%



Arabs:

The highest in frequenting cinemas

2-3 times per month

(even higher than UAE Nationals)



Asians:

The highest in frequenting cinemas

Once per month

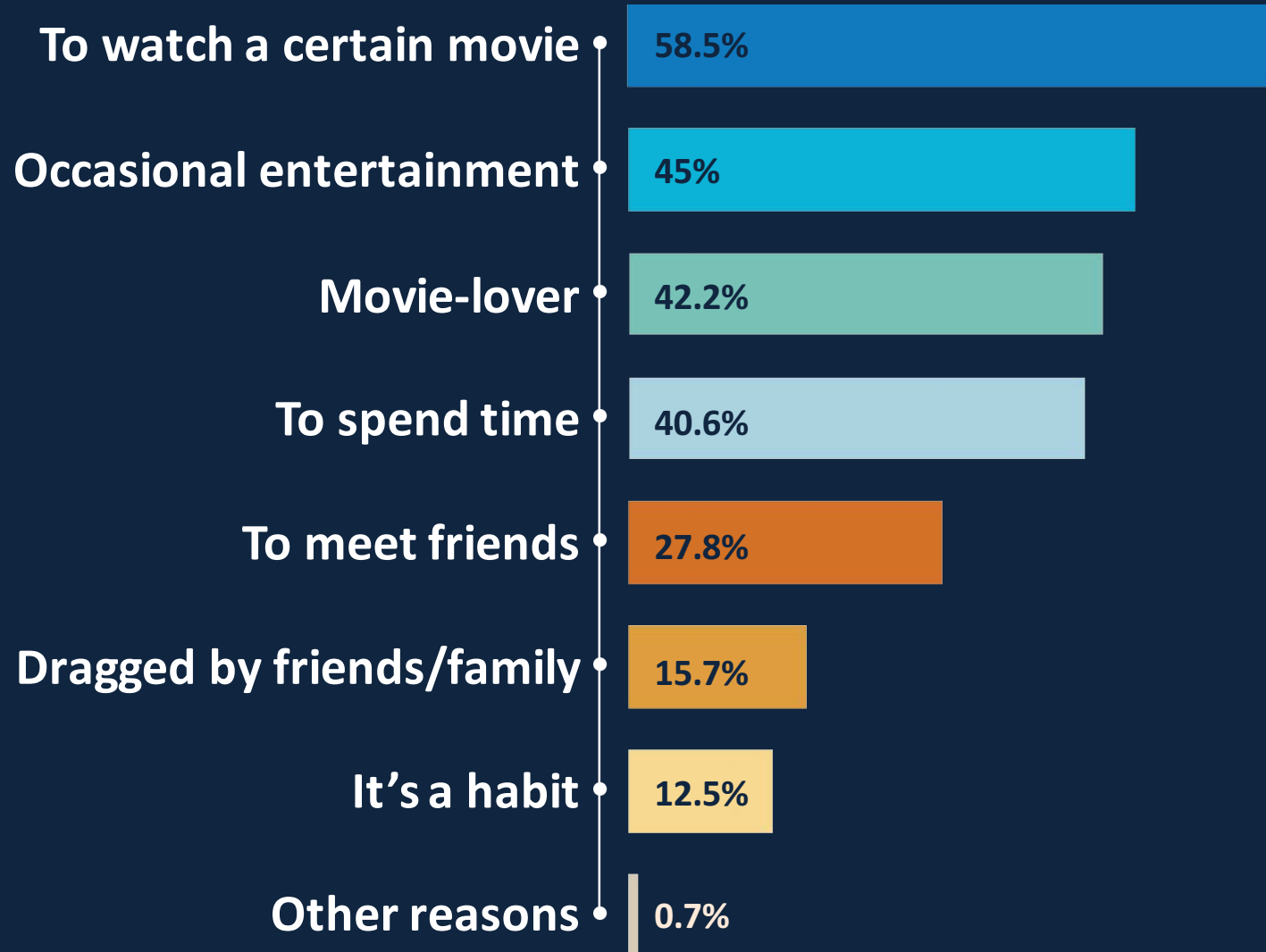


Westerners:

The highest in frequenting cinemas

Once in 2-3 months

Reasons to Watch a Movie at the Cinema



• Please Note: This was a multiple choice question

Sample Base: 500 Respondents

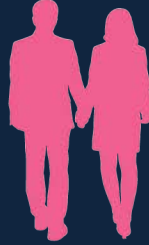
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Accompany to the Cinema



ALONE

13.4 %



SOMEONE SPECIAL

36%



A GOOD FRIEND

31.2%



2-3 FRIENDS

37.5%



GROUP OF 4 OR MORE

17.8%



THE FAMILY

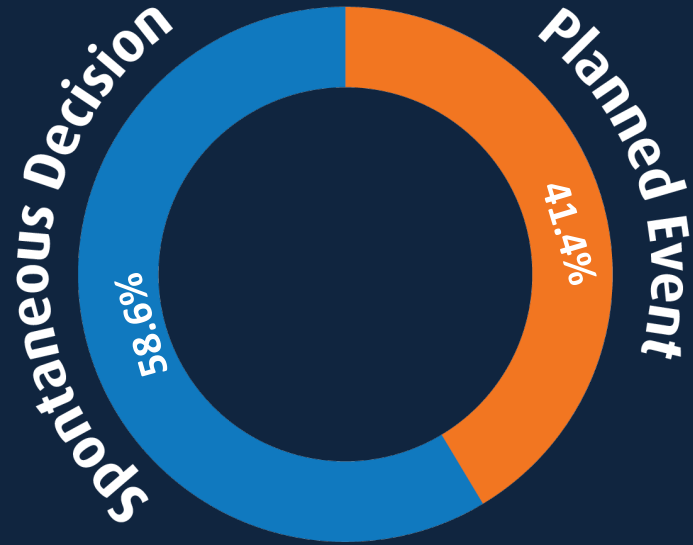
39%

• Please Note: This was a multiple choice question

Sample Base: 500 Respondents

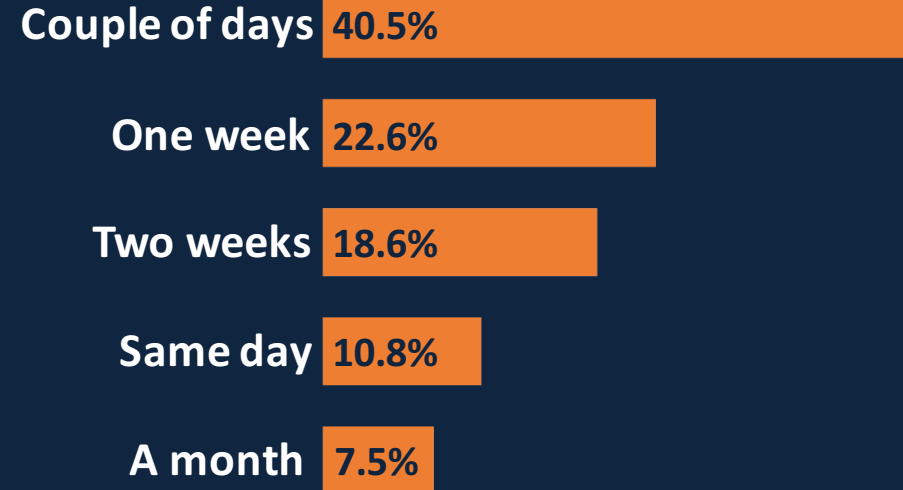
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Planning to go to the Cinema

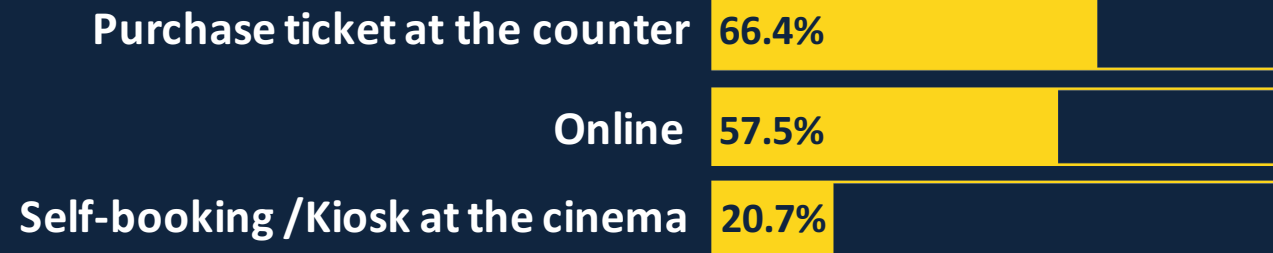


Sample Base: 500 Respondents

Plan Ahead of Time



Sample Base: 189 Respondents among those who plan ahead to go to the cinema



• Please Note: This was a multiple choice question

Sample Base: 500 Respondents

Movie Genre Preference



82.5%



81%



72.9%



65.4%



62.7%



58.8%



55.8%



51.9%



50.1%



32.2%

• Please Note: Respondents had to rate the genres above in order of preference

Sample Base: 500 Respondents

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Recent Movies Watched



Beauty & The Beast
(March 16)



The Fate of the Furious
(April 13)



Baahubali 2: The Conclusion
(April 27)



Wonder Woman
(June 1)



The Mummy
(June 8)



Cars 3
(June 15)



Transformers: The Last Knight
(June 22)



Tubelight
(June 22)



Antar Ibn Shaddad
(June 26)



Despicable Me 3
(June 29)



Spiderman: Homecoming
(July 6)



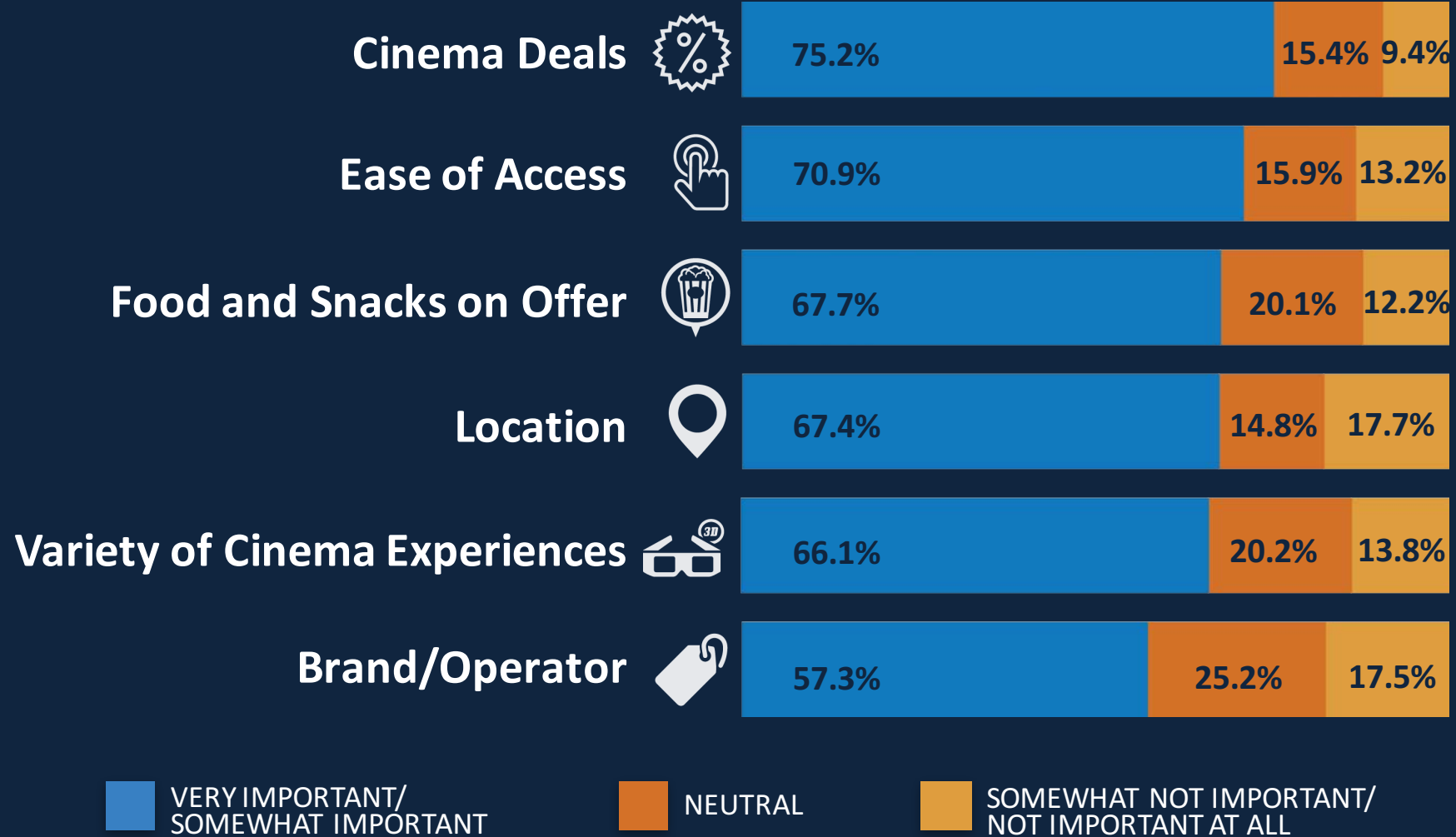
Tisbah AlaKheir
(July 6)

• Please Note: Recent movies watched – near research date

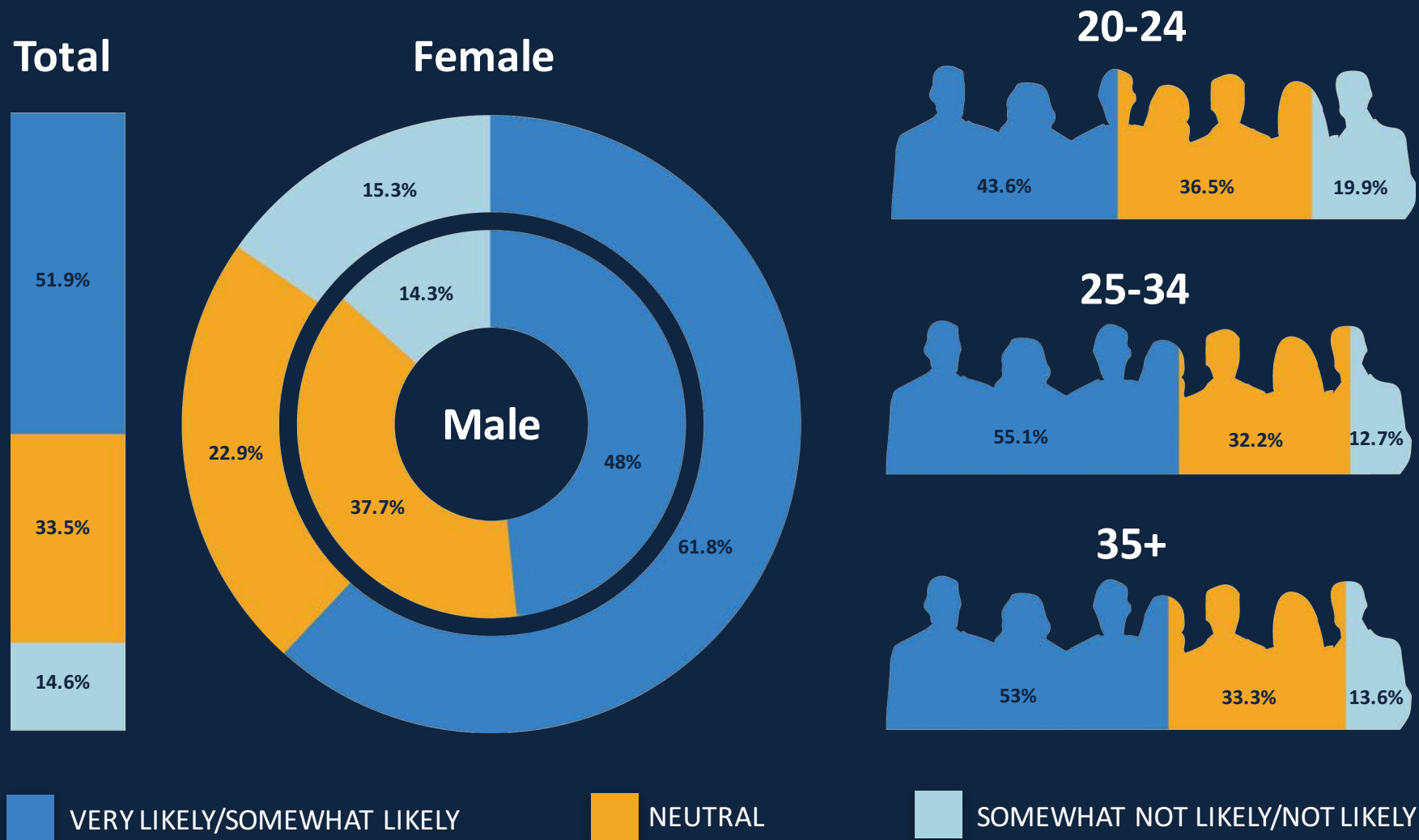
Sample Base: 500 Respondents

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Factors Considered When Choosing a Cinema



Visiting the Cinema After a Long Work Day



85.4% don't mind watching a movie on a **weekday**

Time of Arrival at the Cinema



71.8%
10 to more than 15 mins
before the movie starts



20.8%
5 mins before
the movie
starts



5.7%
Exactly when
the movie starts



1.7%
5 mins after
the movie
starts