

WE'RE THE CINE-RESURGENTS

Introducing 55-70 cinemagoers



Cine-resurgents have worked hard to get where they are, and now it's paying off. They're smart, tech-savvy, comfortably-off and free to live-it-up in any way they choose.

Their time has been dictated by work and family for years, but now, with fewer demands on their time and disposable income, 55-70 year old cinemagoers are continuing their emergence as a powerful and influential group.

Increasingly well-served by filmmakers they're going to the cinema in greater numbers than ever. For them cinema offers the same window-on-the-world as it did in their formative years, a chance to walk in someone else's shoes for a couple of hours.

A trip to the cinema is a treat, but more than any other major audience group, they go simply because they want to. It offers a chance to spend quality time with their partner, and if that includes dinner and drinks after, then why not?

"IF I GO TO THE CINEMA IT'S USUALLY WITH MY PARTNER. IT'S A DATE MORE OR LESS. IT'S NICE TO DO SOMETHING TOGETHER THEN GO OUT AFTER"

Everything they do is on their terms. And a trip to the cinema isn't any different. No offence to Film 2015, but they'd far sooner heed the word of those they know and love, than a review on TV or in a magazine. They're increasingly on social media, meaning they're as exposed to film and brand promotions as their children and grandchildren. They tend to visit off-peak and much later in the release cycle than their younger counterparts. For them, seeing a film is about a relaxing day or night out, not battling the crowds – they leave that to everyone else.

These are no pipe and slippers senior citizens. They're active, engaged and raring to go, and you'll find them at the cinema.

SUMMARY

SMART, TECH-SAVVY AND COMFORTABLY OFF
MORE OF THEM, MORE FOR THEM
QUALITY TIME AS A COUPLE
PART OF WIDER NIGHT/DAY OUT
OFF-PEAK AUDIENCE

FAST FACTS

Reach

- 64% are cinemagoers
+14% since 2009
- 20.8m admissions per year
- 16.5% of all UK cinema admissions

Frequency

- 5.2 visits per year

Demographics

- ABC1: 61%
vs. 41% non cinemagoers
- Male 46% / Female 54%
- Family income + £30k: 33%
vs. 28% national population

Average group size

- 2.6

Attend with

- Couple: 46%
- Friends: 22%

Gadgets & technology

- Own a smartphone: 57%
vs. 41% non-cinemagoers
- Heavy internet user: 76%
vs. 57% non-cinemagoers
- Regularly access social networks: 39%
vs. 28% non-cinemagoers

KEY CINEMA BEHAVIOUR

Key footfall periods

- Week 2-4 of release
- Off-peak / Tuesday, Wednesday, Saturday

Pre-visit

- Trailers
- Cinema chain website
- Personal recommendation

Foyer

- Average foyer-time: 16 mins
- Foyer posters / standees
- Film leaflets / magazines

Activation ideas

- Offers & promotions
- Sampling
- Quiz

Post cinema activities

- Go out for a meal
- Go to a pub / bar for a drink

