

WE'RE THE PROFESSIONALS

Introducing 25-44 year old ABC1 cinemagoers



The Professionals are curious and adventurous – but not indiscriminately so. They've got more serious demands on their time now as they develop careers and start families, so their curiosity requires some focus.

Their cinemagoing reflects this – the repertoire of genres they enjoy is as broad as anyone's, but they're more selective in their choices. They won't just go and see anything.

"I USUALLY CHECK WHAT'S ON BEFORE I GO TO THE CINEMA. I'LL VISIT THE WEBSITE, WATCH A COUPLE OF TRAILERS - SEE WHAT'S THERE AND WHAT RATINGS IT HAS BEFORE DECIDING"

Whether they're sustaining the final throes of early adulthood through the wages of their first 'proper job', or taking tentative steps towards parenthood, they epitomise the post-credit crunch frugal consumer - they do their research and know what represents value.

For them, a trip to the cinema is a treat, a great way to spend time with friends or family, an entertainment banker, and an affordable indulgence.

They can't go as often as they used to, but what they sacrifice in quantity they haven't lost in quality – in fact, the anticipation only serves to make the pay-off more powerful.

"IF YOU WANT TO TREAT YOURSELF YOU CHOOSE THE CINEMA. JUST TO HAVE THAT ESCAPE, AND GO OUT WITH YOUR FRIENDS OR PARTNER"

They are a thoroughly modern strain of consumer: young enough to be digitally clued-up, but old enough to be in control of their own purse-strings – and those of their family.

SUMMARY

QUALITY TIME: FRIENDS, FAMILY OR PARTNER
AFFORDABLE INDULGENCE
ULTIMATE VISUAL EXPERIENCE
ENTERTAINMENT BANKER

FAST FACTS

Reach

- 92% are cinemagoers
- Increased from 82% in 2009
- 40.5m admissions per year
- 23.6% of all UK cinema admissions

Frequency

- 7 visits per year

Demographics

- Male 50% / Female 50%

Lifestage

- Unconstrained couples: 10%
- Playschool parents: 27%
- Primary school parents: 13%

Attend with

- As a couple: 49%
- Family: 29%
- Friends: 33%

Average group size

- 2.6

Gadgets & technology

- Own a smartphone: 92% vs. 78% non-cinemagoers
- Heavy internet user: 95% vs. 80% non-cinemagoers
- Regularly access social networks: 72% vs. 46% non-cinemagoers

KEY CINEMA BEHAVIOUR

Key footfall periods

- Weekends
- Within two weeks of release

Pre-visit

- Trailer views
- Specialist review sites
- Cinema chain's website
- Advance ticket booking
- Personal recommendation

Foyer

- Average foyer-time: 17 mins
- Foyer posters / standees
- Film leaflets / magazines

Activation ideas

- Offers or promotions
- Quizzes and competitions
- Social media

Post cinema activities

- Go out for fast food / to a cafe
- Go to a pub / bar for a drink
- Go high street shopping
- Go out for a meal
- Browse online

